

*ELECTRICAL*  
**MERCHANDISING**  
**WEEK**

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION

*Buyers' Guide To The*

# HOUSEWARES SHOW

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Preview of 1961  
New Products

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**7 Electrics Producers Plan Fall Deals**

Montgomery Ward showed its prices, is out with some **LOW, LOW WHITE GOODS (P2)**. And Westinghouse is out at the Housewares Show with its **RADIO-PHONO LINE (P8)**. The rest of the brown goods boys took **ANOTHER LOOK AT FM STEREO (P11)**, and also had some thoughts on **MOTOROLA'S COLOR TUBE (P2)**. And for thoughtful dealers: **FLOOR WASHER SPEC SHEETS (P32)**.

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## STRAIGHT FROM WASHINGTON

**JUST HOW MANY APPLIANCES WILL BE SOLD** because of Congressional approval of the huge housing bill is anybody's guess. It will, however, lend a major boost to the industry. The omnibus bill is bound to stimulate the lagging housing industry through lower down payments and larger FHA mortgages and federal funds for public housing, college housing, urban renewal projects, housing for elderly, low-rent housing projects and home improvement loans. ■

**HOW LONG DO APPLIANCES LAST?** Home economists at the Agriculture Department have the answer. A survey found 16 years to be the average useful life of both refrigerators and new electric or gas ranges. Families who buy new TV sets keep them an average of 11 years. Used refrigerators and electric ranges last about eight years, while second-hand gas ranges are used about nine years. Used TV sets are kept an average of six years.

The survey found that city families generally use their appliances a year longer than do rural families. ■

**MORE AUTHORITY FOR PAUL RAND DIXON**, chairman of the Federal Trade Commission has been authorized by Congress. President Kennedy sought such authority in his plan to streamline the FTC. The proposal, subject to Congressional veto, breezed through the House and Senate with surprising ease. In addition to granting more power to the chairman, the reorganization will permit delegation of more authority to hearing examiners to speed up the disposition of cases.

Earlier, Congress had rejected Kennedy's plan to reorganize the Federal Communications Commission. Last week, it came up with a plan of its own—one that is expected to pass both houses this year. It is acceptable to FCC Chairman Newton N. Minow, although it grants him less new authority than the Kennedy proposal. ■

**YOU WILL GET NO TRADE FROM YOUR CONGRESSMAN** from now on because of a change in House rules. It involves the House stationery store, which previously sold only paper, pens, ink and such basic office supplies. Now it will sell anything a Congressman certifies as necessary to the operation of his Congressional offices—either in the Capitol or at home.

This will cover such things as typewriters, recording machines, luggage—even TV sets and refrigerators deemed necessary in an office. These purchases must be cleared by the clerk of the House and the administration committee of the House. But this is a minor problem. The store makes its purchases chiefly from distributors and passes generally sizable discounts along to House members. ■



**THAT'S RIGHT,  
TOP-LOADING,  
MOTHER**

And it's the only one in America, claims Republic-Transcon Industries, Inc., which makes it. It's just now going into production (50,000 units a year expected) and will be available in either gas or electric models. Capacity is 18 pounds of wet wash and the price ranges from \$129.95 to \$199.95.

## Why Motorola Sees Need For New Color Tube . . .

If anyone outside RCA's official family knows the exact size of the color television business today, it's probably Motorola. And Motorola apparently isn't happy with either the "size" or the "shape" of the business. That's what lay behind the introduction of the company's new rectangular 23-inch color tube in Chicago.

"We know color has not broken 100,000 in its best year," thumped Edward R. Taylor, executive vice president. Taylor backed up his numbers with some hard facts which implied he knew exactly what the score is: (1) Motorola holds 14 patents in the color television field, he explained and (2) "will probably make more money in color this year than any manufacturer in the industry."

What's holding back color, according to Motorola, is styling, not price; hence the slimmer tube—it looks just like today's conventional 23-inch

black and white tube—which would reduce depth of sets from 4 to 6 inches. "We've been all through the color route before," explained Taylor. "The reason we gave it up was bulk."

Motorola's tube works on the same principle as RCA's—three guns, shadow mask, tri-dot arrangement—and would cost as much to produce. The tube could be produced in about a year, according to Harold Coles, vice president for sales at National Video, which is Motorola's chief tube supplier. (Although the tube didn't work at its debut, because of problems in fusing two sections, Motorola expects to have it ready in less than 30 days.)

The industry reaction: Wait and see. RCA was planning to stick with its 21-inch tube for at least the next couple of years. One possibility: Motorola's move might force RCA's hand.

## . . . And What's Up Next

Color tube developments at Motorola and Japan's Toyo swing the TV industry's eyes back in the direction of its old trump card in sales: technological breakthroughs. There's no question about it, a solid dose of "something really new" could cause a dramatic change in sales patterns. And the engineers have things in the offing, things that could pay off at any time.

Here are just a few that bear watching:

- **Fewer components** are in the offing as technicians study the applications of molecular electronics to consumer products. Some experts say these may bear fruit in as little as two years. Basically, molecular electronics makes it possible to replace a number of space-consuming components with a small block, a tiny sliver of semiconductor material.

- **Wafer-thin loudspeaker**, the Iso-

phase Transducer, was recently demonstrated by Emerson Radio. The model shown was less than 2 inches thick, but Emerson says it could be made as thin as  $\frac{3}{8}$  of an inch. At the same time, it is said to be capable of producing substantially better sound than present speakers.

- **Tiny amplifier** developed by Micro State Electronics Corp. for satellite work has possibilities for TV, too, according to the engineers. The amplifier is made up of two tunnel diodes, each smaller than a pencil point. Micro State says the new material used makes it possible to build amplifiers with only 2.5 decibels of unwanted noise.

- **More transistors** as costs drop are signaled by the recent moves of CBS Electronics and Philco's Lansdale division away from receiving tubes. As production increases, unit costs will naturally slide to reasonable levels.



# How Ward's Sees Prices

With a lead time of two months, the catalog folk somehow manage to size up the competitive pricing situation—then slide under it.

Case in point: Montgomery Ward's book, the first fall-winter catalog out. The prices, particularly in white goods, show some significant changes. And, in every case, those changes reflect just-around-the-corner shifts in the market place.

For instance: Laundry tags are way down, mirroring the slow sag those tags have been taking all year. And, though refrigerator prices aren't a whole lot lower than those in the spring book (they were rock-bottom then), the line structure has shifted so that the steam is on those models involved in the price slicing, by refrigerator manufacturers.

Here's a rundown on Ward's fall-winter prices. (Comparisons with spring-summer tags are in parentheses.)

## REFRIGERATORS

- Top-of-line box starts at \$369.95, is a 13.8-cubic-foot, frostless bottom mount. (Spring book started with a 16.1-cubic-foot, frostless bottom mount for \$525, but also had a comparable 13.8-cubic-footer at \$369.95.) Features: 150-pound freezer, ice ejector, slide-out shelves. A 14.4-cubic-footer with manual defrost and standard ice tray is tagged at \$289.95. There are no other bottom mounts. (Spring book had three.)

- Frostless, 12.9-cubic-foot top mount at \$319.95 is second in line, but the push is on a 12.6-cubic-foot top mount with automatic defrost, going for \$229.95.

- Manual defrost single doors shape up this way: 11.6-cubic-footer for \$179.95; 9.5-cubic-footer for \$164.95. (Spring prices were the same.)

- Added to the line: 12.9-cubic-foot, automatic defrost, all-refrigerator model, at \$269.95.

- Significantly knocked out of the line: Two deluxe and one middle-line frostless models.

## FREEZERS

- Prices are the same as the spring book on four models, but the emphasis has shifted. Top-of-the-line, 21-cubic-foot "Supermarket," at \$289.95 for either chest or upright, has been relegated to the small-type section. And the two 17-cubic-foot models—upright for \$249.95, chest for \$239.95—have small pictures, in contrast to the big spring play.

- Push is on the 13-cubic-foot "your choice, upright or chest" deal. Tag: \$184. (Spring tag: \$209.95.)

## LAUNDRY

- Washer tags are way down: Front-loading top model with five cycles, a cold-water override and automatic bleach dispenser is \$299.95, \$55 less than spring price. Front-loading middle-line model with four cycles is \$189.95, \$25 less than spring price. Top-loading low-end is \$169.95 (no comparable spring model). Knocked from line: Low-end, four-cycle front-loader at \$214.95; bottom-end front-loader at \$149.95.

- Dryer cuts are deep: Line starts with four-heat-setting deluxe model at \$199.95, \$35 less than spring tag. Middle line model was cut \$15 to \$139.95. New low-end model is \$139.95, too. And it sports a \$29.95 hair dryer attachment like Norge's (EM WEEK, June 26, p3). Gas models are \$40 more in every case.

- Combo price is up—from \$299.95 to \$339.95. New model has four washing and three drying cycles.

- Wringer prices are lower: \$134.95, \$94.95, \$69.95, compared with spring's \$139.95, \$124.95, \$79.95.

## RANGES

- Free-standing model prices have held in most cases. Where the dips have come, they've been small—\$20 is big; \$10 is more like it. Top-of-the-line, 36-inch gas, with second oven, roast meter, one automatic burner and windowed oven, is still \$279.95. Top-of-the-line, 40-inch electric, with features comparable to deluxe gas model, is \$284.95, down from \$299.95.

- Built-in ovens start at \$94.95 for a single-door electric and run up to \$299.95 for a gas double-oven with all the trimmings. (Comparable spring prices: \$99.95 and \$329.95.)

- Built-in surface units show no price changes. Electrics run from \$159.95 to \$79.95; gas, from \$129.95 to \$58.85.

- Significant addition to line, following an industry trend: A drop-in range (free-standing model that requires a cut-out, gives a built-in look). Prices, with glass door: \$204.95 in electric; \$179.95 in gas.

## TELEVISION

- New 19-inch portables come in lower than last spring's offerings. Push-model goes for \$147.95, is charcoal pebbled metal, has a handle. "Decorator" model with tan vinyl wraparound and no handle goes for \$167.95. (Comparable spring models in both categories were \$10 more.) Low-end model is \$127.95, has no handle, no antenna.

- Consoles—all 23-inch—start at \$184.95 in mahogany finish, step through \$209.95 and \$229.95 to top-of-the-line furniture model in four styles. Top models have 110-degree tubes, three IF stages of amplification, 20,000 volts of picture power, preset guided grid tuners. Prices: Mahogany for \$269.95; blond oak, fruitwood French provincial and Danish walnut for \$289.95. UHF is \$30 more. (Spring book 23-inch consoles started higher—\$194.95—and ended at a two-style choice for \$279.95 or \$289.95.)

- Significant addition: A two-model line of stereo theatres. Top model has a 7-watt amplifier, two 12-inch and two 5-inch speakers at sides, two 4-inchers in front, goes for \$429.95 in mahogany, \$439.95 in fruitwood and walnut. Low end has 5-watt amplifier, two woofers, two tweeters, goes for \$339 in mahogany, \$349.95 in walnut. Both steps are 23-inch, have AM-FM radio.

## PHONOGRAPHS

- Standard portables run from a manual-everything at \$18.50 to a four-speed model with automatic changer at \$42.95 (down from spring's \$47.95).

- Stereo portables start at a one-winger with automatic changer for \$54.95, step through \$72.95 and \$94.95 to top model at \$114.95. (Changes since spring: Low-end automatic replaces single-play model for \$37.95. Other prices are virtually the same.)

- Stereo consoles run from \$94.95 through the push-model at \$164.95 (with AM-FM radio) to a top of \$309.95 (Spring prices started higher—\$139.95—and ran to the same ceiling. Difference: The spring push was on a \$259.95 model.)

## EM WEEK LOOKS

## AHEAD IN THE NEWS

**MATSUSHITA WILL SWITCH ITS TRADE NAME** to Panasonic, use Matsushita only as the trade mark. Reason: American public had trouble pronouncing Matsushita, found Panasonic easier to remember. Company has dropped in six new radios ranging from \$29.95 to \$99.95 under Panasonic label, gets stronger in AM-FM tube table models. Units start with \$39.95 list, step to \$49.95 for clock model, \$59.95 and \$69.95 for wood cabinet. ■

**NORGE IS NOW SHIPPING A NEW GAS REFRIGERATOR** model 714980, a 14-cubic-foot box with an open list. Factory guess: Retail about \$499.95. ■

**EARLY REACTION TO SONY'S TRANSISTOR TV** has been "gratifying," said V.P. Milton D. Thalberg. Eight-inch portable lists at \$249.95 in New York, will be available nationally in late July. ■

**TOSHIBA WILL ADVERTISE A RADIO AT \$15.95** in metropolitan markets starting in September, according to Richard B. Stollmack, general manager of Transistor World Corp. At that price, lowest ever for Toshiba, the six-transistor unit will come without earphone, carrying case or batteries. Cheapest list among American manufacturers currently is \$19.95. ■

**"STEELMAN" IS BACK IN THE PHONO BUSINESS.** Morris J. Steelman, connected with the Steelman Phonograph and Radio Corp. which went bankrupt last year, has formed Steelman Electronics Inc., will show a line of phonos from \$19.95 to \$139.95 at the Music Show. ■

**DAVEGA AND WILCOX-GAY CORP. WILL MERGE** as soon as stockholder approval is received. The move, based on a share-for-share exchange of stock, has already been agreed upon by the boards of directors of both companies. ■

**GERMAN RADIOS FOR THE U.S.** as well as AM-FM stereo phonos will be marketed here by Clairtone of Canada under "Clairtone-Braun" logo. Units, which will be shown for the first time at next week's Chicago Music Show, range from transistored AM-FM-short wave portable at \$119.95 to three-band radio-phonograph listing at \$259.95. ■

**SIGNAL MFG. CO., MAKER OF SHETLAND** floor and rug cleaning appliances, last week purchased the Lewyt Corp., New York vacuum cleaner manufacturer. As a result, operations of Lewyt, which becomes a wholly owned subsidiary of Signal, move to Salem, Mass., where the Shetland facilities are. According to reports, Lewyt's entire sales and office staff has been eliminated. Albert S. Bross, marketing vice president of Shetland and the newly acquired vacuum cleaner company, declined comment. ■

# An Important Announcement About A Famous Old Name

# **UNIVERSAL**

## With A Brand New Look!

HOW YOU CAN PROFIT FROM THE INCREASED  
DEMAND FOR UNIVERSAL FROM THE MOST  
POWERFUL ADVERTISING EVER PUT BEHIND  
HOUSEWARES AND ELECTRICAL APPLIANCES!

The J. B. Williams Company has just purchased the 118 year old Landers, Frary & Clark Company, makers of the famous UNIVERSAL line of electrical appliances and housewares. Behind this simple statement is a story of importance to every distributor and retailer in America.

You know The J. B. Williams Company as manufacturers of GERITOL, SOMINEX, SERUTAN, AQUA VELVA, LECTRIC SHAVE and other fine drug and toiletry products.

You know the consistently aggressive advertising that is put behind these brands. And now the same type of powerful advertising is being applied to UNIVERSAL's line of household products. Just look at the powerful line-up of

television shows listed on the page at the right. They will be working to sell UNIVERSAL for you starting in the fall.

This same kind of aggressive advertising has sold millions upon millions of dollars worth of consumer goods in the past. It will do the same for UNIVERSAL.

We make no idle boast when we say that it is our determination to make the entire UNIVERSAL line the best-selling brands in their field. You can look to UNIVERSAL for new merchandising...new selling techniques...and new trade policies that we are sure you will like.

Together...you and our company working as a team... can profit greatly from this *new* UNIVERSAL venture.

**UNIVERSAL 711 FIFTH AVE., NEW YORK CITY**



# \$5,000,000

## ADVERTISING STARTS IN SEPT.



**The LAWRENCE  
WELK Show**  
Saturday night ABC Network



**ART  
LINKLETTER'S  
"HOUSE PARTY"**  
Monday through Friday CBS Network



**"THE  
UNTOUCHABLES"**  
Thursday night ABC Network



**TED MACK  
and "THE ORIGINAL  
AMATEUR HOUR"**  
Sunday afternoon CBS Network

*Over and over again these great  
TV personalities will be selling*

# UNIVERSAL

*products for you!*

***We'll Build the Demand  
You Display Them...  
They'll Sell on Sight!***



ELECTRIC COFFEEMATICS



STEAM IRONS



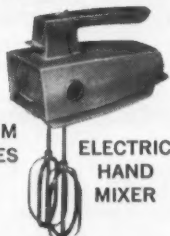
ELECTRIC HAIR DRYERS



ELECTRIC  
CAN  
OPENERS



VACUUM  
BOTTLES



ELECTRIC  
HAND  
MIXER

**UNIVERSAL COFFEEMATICS • STEAM IRONS •  
HAIR DRYERS • ELECTRIC CAN OPENERS AND  
OTHER BIG PROFIT, FAST-SELLING UNIVERSAL  
HOUSEHOLD PRODUCTS**

Now UNIVERSAL is going all out in a gigantic \$5,000,000 advertising drive to sell more UNIVERSAL products for you! Yes! Now there's a new deal for UNIVERSAL... a powerful new advertising drive on top-rated television programs that will reach millions of people every week. That's selling power unequalled by any other appliances and housewares.

Look at the terrific line-up of tele-

vision shows listed above. Imagine what these four great "salesmen" can do for you in helping to sell UNIVERSAL products. You can stock UNIVERSAL with confidence because from now on watch the sales grow... and Grow... and GROW!

UNIVERSAL means *business* and *profits* for YOU!

**Get the full story at the  
Chicago Housewares Show.  
Visit booths #1001 through #1019.**



## GENERAL ELECTRIC "SELL-ABRATES" with New Models ...New Colors! And, Every General Electric Blanket has Famous Sleep-Guard® Regardless of Price...Size...Color!

● The first name in electric blankets — General Electric celebrates a quarter century of progress with a new line, a more complete line of America's finest electric blankets.

● Now you can have *the* blanket for every customer... be it single, double bed...even king-size...whatever the size...whatever the color. Flat or custom-fitted corners.

● Every General Electric automatic blanket has dependable Sleep-Guard®...the continuous protective system that will keep a customer warm from head to toe — with no cold spots anywhere!

● Simply ask your customers to "feel the difference"... and you've made a sale.

Contact your General Electric distributor today...and start sell-abrating tomorrow.



*General Electric Company, Home Care and Comfort Products  
Department, Bridgeport 2, Conn.*

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

ELECTRICAL MERCHANDISING WEEK





### New And Renewed

Westinghouse's new can and bottle opener, HC-15, lists for \$24.95. The company also is displaying several items it showed at last January's show but never put into production: four-slice toaster, HT-59, with minor changes in appearance, \$29.95; two-slice toaster, HT-29, also modified, \$21.95; steam iron, model number changed from HS-25 to HS-29, has been reduced \$1 in price to \$17.95; steam-spray iron, model number changed from HS-35 to HS-39, reduced to \$21.95.

Westinghouse is showing two new canister vacuum cleaners: VC-30 at \$79.95 and VC-20 at \$59.95.

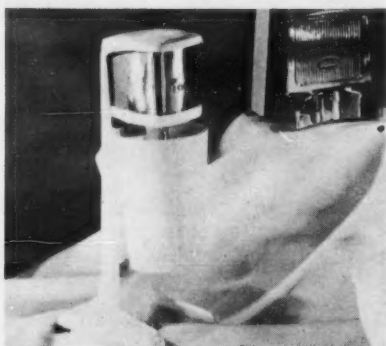
Westinghouse Electric Corp., Mansfield, Ohio. Booth No. 883.



### Blender With Cup And Ounce Markings

This blender, model #40/C, has a 46-ounce container, stainless steel blades and retails for \$18.88.

National Blenders, 97 Pasadena Ave., S. Pasadena, Calif. Booth No. B-94.

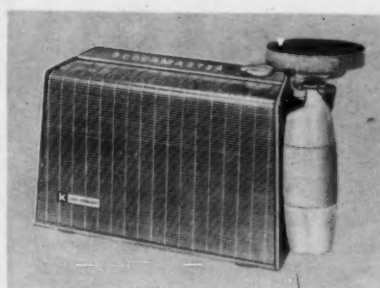


### Mixer For Dairy Drinks

The Dairy-Bar, DM-1, is an electric drink mixer that mixes, blends and aerates. It has a 20-ounce plastic container, white baked enamel finish and weighs 6 pounds. Suggested retail price: \$14.95.

Not shown is the company's new food mixer, R-6, which carries a suggested retail price of \$18.95.

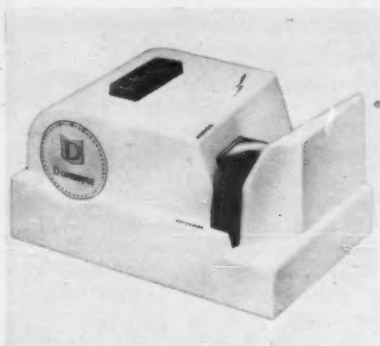
The Iona Manufacturing Co., Inc., Manchester, Conn. Booth No. 505.



### Cordless Electric Scourer

Scourmaster, cordless cleaner, equipped with six pads, two fiber pads, one brush, lists for \$29.95.

Minitone Electronics, Inc., 104 East 25th St., New York 10. Booth No. 2813.



### Dormeyer Debuts 3 Items

One of the three products is a knife and scissors sharpener, Edgette KS-2. The unit, available in white, pink, yellow or turquoise, carries a suggested list of \$12.95.

Other products are a 12-inch immersible aluminum buffet-skillet, SK-5-BU, at \$24.95 and a 10 to 40-cup coffeemaker, CP-40-CH, \$39.95.

Dormeyer Corp., 700 N. Kingsbury St., Chicago 10. Booth No. 557.



### Upright Adapts For Accessories

Eureka's newest vacuum cleaner, the #258 upright, has an attachment system that provides suction for accessories. (The blue two-tone model carries a suggested retail of \$79.95. The eight-piece accessory set is priced at \$13.95.)

Eureka Williams Co., Division of National Union Electric Corp., Bloomington, Ill. Booth No. B-61.

## Here Are Seven Electrics Makers' Show Deals

New products won't be the only things buyers will be discussing today as they amble around McCormick Place and its 902 exhibits. A lot of them will be buzzing about the special summer and fall deals and promotions that manufacturers are offering for the second half.

Bakers' dozens, special package deals, new promotions, and at least one national consumer contest all will vie for the special attention of buyers. To give you a little better idea of some of the deals that retailers will be evaluating, EM WEEK talked with seven manufacturers of electric housewares about their deals for the next six months. Here's what they're planning:

**Dormeyer has several package deals** in the works. The company is packaging a \$3.95 cookbook with its push button blender (BL-2) that carries a suggested retail price of \$41.95. The cookbook will be free to the dealer. Also included in the Dormeyer cookbook deal is the company's buffet skillet (SK-5) with a suggested retail of \$24.95 and its \$27.95 food mixer (SM-19). With every assortment of 12 appliances that a dealer buys, the company will print his name and address on 1,000 free direct mail pieces.

Promotion No. 109 is what Dormeyer calls its package deal that includes its new \$29.95 food mixer (SM-5) and its knife sharpener (KS-2) that has a suggested list of \$12.95. The company is offering this package at a "special price" to its distributors.

A "Coffee Break Combination" will feature Dormeyer's instant water heater (HC-1) that has a suggested list price of \$15.95. It will be packaged with a 2-ounce jar of instant coffee. With this deal, retailers get free mail inserts to send to local business concerns that stress to businessmen the economy of having their personnel take their coffee breaks in the office rather than outside.

**G-E has nothing definite yet** but the word is that it's negotiating with two telephone companies about joining forces to promote colored telephones and G-E's new line of telephone color clocks (EM WEEK, June 12, p7). The clock (the Riser, Model 7279-K) has a suggested retail price of \$6.98 and is available in the same shades of beige, pink, turquoise and white as the telephones.

**Hamilton-Beach has added** its model 3T toaster to its VP (Volume Pro-

ducer) line. The suggested retail price of the unit has been reduced from \$21 to \$18.95.

A baker's dozen offer is also part of the Hamilton-Beach strategy. Effective immediately and continuing through Oct. 1, dealers will earn one free appliance for each 12 of the following appliances that they order: 5T toaster, 21-CM coffeemaker, and the 500 can opener.

**Presto has a special fall promotion** on its stainless steel immersible coffee maker that has a regular list price of \$24.95. Dealer cost has been reduced from \$15.72 to \$14.44 "for a limited time."

The company also will repeat its steam dry iron promotion. A special dealer cost of \$8.47 for the iron will mean an extra discount of 23%.

**Proctor-Silex is promoting** its entire line with a contest that offers \$120,000 in prizes to consumers and \$34,000 to distributors and dealers. (EM WEEK, June 19, p6).

The contest gets under way in September and runs through December. To be eligible for a prize, consumers need only fill out the "sweepstakes" entry blanks that they get from the dealer or clip from national magazine ads. Top

prizes include trips to Europe and the Caribbean and electronic organs. Dealers get a crack at the prizes if one of their customers wins.

**Sunbeam has a deal** that offers free handkerchiefs to customers who try its S5A steam iron (\$17.95). Dealers buy an ironing board, a pad and cover set, and 120 handkerchiefs for \$14.69. Any customer who will iron one of the handkerchiefs with the S5A gets it free.

After the promotion, the dealer can sell the set for \$1.74 less than the whole deal cost him.

Sunbeam is also offering a baker's dozen deal on its HD-3 hairdryers that have a suggested retail price of \$26.95. And for every six of the company's Nightlighter clocks together with four Superchief clocks, the dealer gets a Nightlighter (retail price \$9.98) and a free flasher cardboard display.

**Westinghouse has special consumer deals** in the works on its RO-5411 roaster oven (\$49.95) and its HM-9 hand mixer (\$19.95). When a consumer buys either product, she receives a coupon that she can send in with \$5 and get a \$17 home slicer or \$2 and receive a silver salad server valued at \$9.95.



## EM WEEK'S TV Box Score Of 1962 Lines

### ADMIRAL

Prices on the new 23-inch black-and-white TV line start with table models at \$189.95 (\$10 drop from last year). Consoles begin \$20 lower at \$229.95. The 23-inch TV-stereo-AM-FM combos begin at \$399.95. Color price range: \$595 to \$845. Major features: Circuitry and cabinetry. Admiral is offering 23,000-volt chassis, picture guard circuit with triple diode compaction, automatic contrast restoration, high-gain 3-stage IF amplifier.

### PACKARD-BELL

On 13 of the 15 new models, remote tuning can be bought either on the set or installed later. The three 19-inch portables in the "Astronaut" series list from \$159.77 to \$249.77. The two top models include a monopole antenna and a "sleep switch" with 3-hour timer. Convertible models can have a two-button or a four-button wireless remote control; two-button \$50; four-button \$80. 1962 color line will appear in September.

### EMERSON-DU MONT

Emerson kicks off its all transformer-powered line with a 19-inch portable that lists at \$178. The 23-inch tables begin at \$198; consoles at \$258. The single color set in the line lists at \$750. Remote control is a \$55 to \$60 add-on. The high-end Du Mont line has a new chassis (R-800), a portable, and automatic brightness control. The 19-inch portable starts at \$189.95; three combos at \$750 and \$795 and a \$795 color set has been dropped into the lineup.

### PHILCO

Thirteen basic models in three series and a three-model color TV line head the new lineup. Short-profit, limited offer, 17-inch portable could sell for as little as \$128.88. In 23-inch sets, "Super 90" series starts at \$199.95 for table model; "Deluxe" series with 110-degree bonded tubes at \$269.95 and "Custom" series at \$299.95. Philco offers two 23-inch stereos theaters at \$495 and \$575. Color table model starts at \$595, includes "beam booster circuit."

### GENERAL ELECTRIC

There are 18 basic models, including color receivers, in the new line. Estimated prices: 19-inch portables start at \$159.95; 23-inch tables at \$199; consoles at \$239. G-E's home entertainment center—23-inch screen, 100 watts of music power—comes in at \$629. Eight-set color TV line starts with console at \$595, steps to \$695 and \$775. Features: Illuminated channel indicators further down the line, more dual speakers. All color sets are in wood solids.

### RCA

Thirty-one models in the new black-and-white line: List prices for single 17-inch portable, \$149.95; 19-inch portables start at \$169.95; 23-inch tables begin at \$199.95; 23-inch consoles at \$269.95. In color, longest line in company history: 22 models, in two series, starting at \$495.95, going to \$1,500 for home entertainment unit. New B&W features: "Magic-eye" brightness control in 12 models, non-glare bonded tube in 14, and in Mark Series color units.

### MOTOROLA

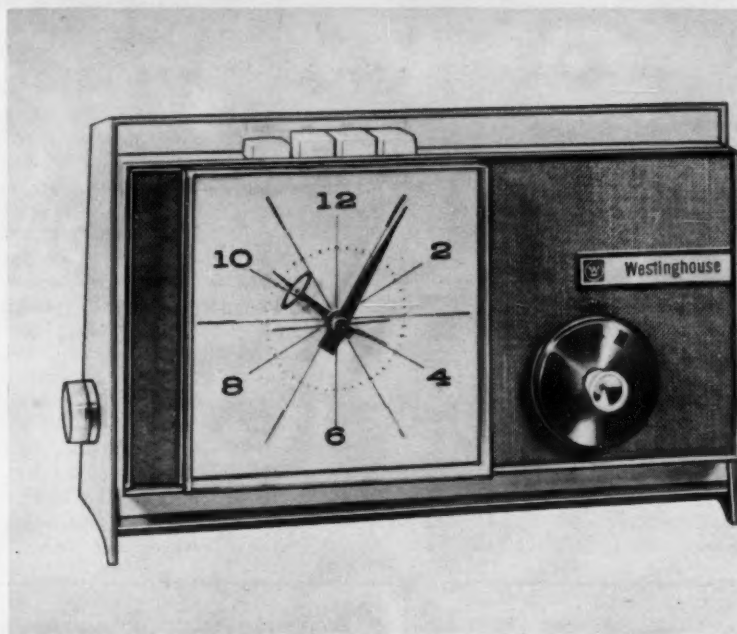
A dozen 19-inch models head up the new line. A compact table model kicks off at \$169.95. Only tube-type portable in the lineup comes in at \$199.95. New 23-inch merchandise starts with a table model at \$199.95; first console starts at \$229.95. Four combos offered, with low-end model \$499.95. Among selling points: Increased accent on wood, dual speakers in most consoles, "picture optimizer control" and "furniture frame top" for style variety on 23-inch console.

### OLYMPIC

Twenty-two basic B&W models, with 11 new combos and six carry-overs from last year's line. Three 19-inch portables with open lists kick off the line. Six table models are offered, two 19s and four 23s. List on 19s start at \$189.95 and 23s at \$199.95. Combos start with a price leader at \$329.95. Remote tuning offered in 19s is a \$40 add-on, and in the 23s for \$30. Seven combos have six-switch sound control.

### ZENITH

Forty-two basic receivers including one TV-phono and four TV-phono-radio console combos. B&W TV price ranges from \$169.95 for a 19-inch portable to \$850 for a 23-inch TV-stereo-radio. 19-inch portables go to \$209.95. "Decorator Convertibles" are: 19 inch \$229.95; 23-inch table \$199.95 to \$249.95; 23-inch consoles \$279.95 to \$349.95. TV-stereo 23-inch is \$525; 23-inch TV-stereo-radio \$599.95 to \$700.



New Westinghouse clock-radio being shown to the trade at the Chicago housewares show.

## New At Westinghouse

Price and styling got plenty of play as Westinghouse introduced its new radio and portable phonograph lines at the Housewares Show in Chicago.

**In radios** Westinghouse came up with three table units all listing for less than \$20. Lead off unit is model 742T4 in two colors at \$12.88. The company was also showing a five-tube summer special (803T5) at \$14.95, which will be available for limited distribution in August. The line then steps to \$19.95 for model 746T5A.

At the top of the line is the AM-FM table unit in genuine wood veneers at \$129.95. Moving with the trend to FM, Westinghouse also showed a twin-speaker FM-only unit (715T5) at \$39.95, an AM-FM model (761N7) at \$59.95 and another AM-FM unit (764N7) at \$79.95.

Portables start at \$24.95 for a six-transistor unit (795P6). Westinghouse has a seven-transistor unit (798P7) at \$29.95 and a gift pack six (793P6GP) which comes with a travel case and four flashlight bat-

teries. Clock radios in the new line start at \$19.95 (model 816L5).

The company also has come up with a new three-band (AM, marine, international shortwave) at \$79.95 (model 812P8). The radio has a 44-inch whip antenna, plays on flashlight batteries and also has an ear-phone jack.

**In portable phonographs** Westinghouse kicks off the line at \$19.95 (71MP1) in red and white and goes all the way to \$199.95 for a five-speaker "three-sound system" unit which delivers 10 watts of music power in the "three sound system." The 8-inch bass speaker in the center unit blends lows from the left and right channels. Westinghouse also will talk up "three-sound systems" in a \$99.95 unit (model 78ACS1).

Stereo starts in the line at \$39.95 for model 62MPS1, which is available in three color combinations.

Westinghouse hits the popular \$49.95 bracket with model 75AC1 which comes in two color combinations, has an automatic changer and automatic turn off.

## How Republic's Dryer Works

Republic-Transcon Industries, Inc., says it has taken the stoop out of drying with its new top loader, the first in America.

The big obstacle in the past to top loading has been getting the inside door on the cylinder to line up with the outside door on the cabinet. Republic solved it (see picture, page 2): When the outer door opens, the motor stops. The inner door positions itself when a hook catches against a stop bar (something like the carnival game of "round and round she goes," only more efficient). Should the hook fail to catch, you push a "position button" which rotates the cylinder, giving the hook another chance.

**Four models are available.** The two electric versions cost \$129.95 and \$159.95, the two gas models cost \$169.95 and \$199.95. Main difference in price is in the controls. The high end has a splashboard with dials for

time and intensity; the low end has a timer dial located on the front of the unit.

**Technical features** of all models include an eight-blade, 8-inch diameter high velocity fan, a 1/4-horsepower electric motor and belt drive. Heat in the cylinder is thermostatically controlled and there is a safety high limit switch which prevents overheating. Front panels are removable for easy access to machinery. Most recent tests set the dryer's load capacity at 20 pounds of wet wash.

**The dryer is now in production** in Portland, Ore., and a yearly output of 50,000 units is expected, company officials say. It will be marketed through the normal appliance channels that are now used by Republic for distribution of its lines of air conditioning equipment and garbage disposers.



YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

# LEAD THE MARKET WITH THIS SPECIAL



zero-degree freezer

automatic defrosting refrigerator

full-width glide-out crisper

107-lb. freezer capacity

Million-Magnet\* door seal

covered butter keeper

beautiful built-in styling

full-width adjustable shelf

Model HC-12T

\*Tmk.

## NEW RCA WHIRLPOOL 12 CU. FT. REFRIGERATOR-FREEZER

Top features at low price to move fast...see your RCA WHIRLPOOL distributor!



ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers  
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

JULY 10, 1961

## YOUR personal BUSINESS

Some plain truths about popular products for common ailments is the way Consumers Union describes its new book The Medicine Show (Simon and Schuster, \$3.75). Looks interesting.

If you're vacationing at a hotel, here are some basic rules covering the obligations of innkeepers and guests:

- The hotel keeper is compelled to exercise "ordinary care" in keeping his premises and equipment free of hazards—hidden or otherwise. But he isn't legally responsible unless a guest's injury can be traced to his act of neglect or negligence.

- On the other hand, if your own carelessness contributed to your injury, you may get no recovery of damages. Even slight negligence on your part—as against his more obvious neglect—will usually rule you out.

- The premises must be free of danger to children—within reason. "Attractive nuisances" like indoor swimming pools or self-service elevators, that might logically attract and injure children, are operated by a hotel at its peril.

- But if your child carelessly or willfully damages hotel property, don't expect freedom from liability because of the child's age. In some cases, you may be held responsible for failing to supervise the child properly. And even a small child can be sued and his personal estate held accountable.

- If your property is stolen from the premises, the hotel is generally responsible whether or not it was negligent. But there are exceptions to the rule:

A guest must exercise "ordinary care." A hotel keeper isn't responsible if it can be clearly shown that the property loss or damage was caused by a guest's own neglect—such as a failure to lock the door to his room.

- Natural hazards such as fire, flood or storm must be shown to have been the sole "proximate cause" of damage in order to relieve the hotel of its legal responsibility. If the hotel failed in any way to take reasonable precautions, then it remains responsible. Here the assumptions are generally in your favor.

- A hotel may make reasonable rules to protect itself against the possibility of a guest's loss. But generally this must be done by giving actual notice to the guest. It isn't enough to post a notice in rooms or lobbies.

Some state laws let the hotel keeper limit his liability if he provides a deposit box for guests' valuables and posts notices in certain specified places—but these rules are very strictly construed in favor of the guest.

- You may not be protected in some public parts of the hotel. For instance, if your wife has a coat stolen from the cocktail bar—open to the public—you may have to prove negligence on the part of a waiter or check girl.

▲ ▲ ▲

For a tax break you can arrange an installment sale for your personal property. If you're not paid in full on a sale, you can report your gain on the installment basis—thus spreading your tax over future years of payment.

The tax saving applies to real estate sold for any price or other personal property for over \$1,000. You don't have to receive any payments in the year of the sale, but if you do, they must be 30% or less of the sales price.

There's no limit on the number of installments you may receive. However, the payments must extend over at least two years. You can't use the installment basis where the buyer finances the purchase through a third party, such as a bank. You may use it only when the buyer is indebted directly to you for all or part of the sales price. You may use the installment basis for one sale alone, regardless of how you report regularly.



"Are you nuts, Sam—bringing a Philco radio on a GE vacation trip?"

## BROCKWELL SAYS



### Servicemen Should Be Safety Minded

Never shall I forget the chill that swept over me when, once during my business career, one of my repairmen telephoned me to report that he had struck down a lively little boy who had darted from between two parked cars.

It was the piercing scream of the boy's mother who witnessed the accident, my repairman admitted frankly, that caused him to respond to the emergency seconds sooner than he might have otherwise; and, fortunately for everybody concerned, the boy was not seriously hurt.

Accident prevention—in all phases of a serviceman's work—is a subject that deserves systematic attention, even in a small shop.

If you do not have a plan for periodically discussing safe work practices with your servicemen, and you'd like to try one that would not take too much of your time, this idea might interest you:

First, meet with your servicemen for about half an hour to (1) introduce the subject, and (2) invite them to submit to you safety suggestions of their own at any time thereafter. Then follow up this introductory meeting with similarly brief periodic safety sessions, say, twice a year, to (1) commend each man who has attained a perfect safety record for the preceding period, and (2) discuss the merits of the latest safety suggestions at hand.

For introducing the subject of safety, here are three general points that should capture the interest of your employees:

#### 1. A field serviceman must be an expert driver.

Brief your employees on safe-driving habits if you feel that it is necessary. You'll have your own ideas on how to treat that point, but I do have one suggestion: if you prefer to avoid the preachy approach, try reasoning. As one example, you might call attention to the number of workers who seek to have their suspended driver licenses restored on the grounds that they cannot pursue their occupations if forbidden to drive an automobile.

#### 2. He must protect his customers. Three examples will suffice to stimulate thinking on this point:

(a) the last step in repairing each appliance should be a test to make sure the thing is shockproof; (b) in addition to the foregoing, conventional-washer wringers warrant checking to make sure the locking device seats automatically in all operating positions without coaxing so that the wringer won't whip around with bone-breaking force; and (c) the emergency pressure release on both wringers and ironers should be adjusted, if necessary, to make them work easily and promptly.

#### 3. He must protect himself. Three examples will also suffice here:

(a) when entering or leaving a customer's house, a serviceman should have a flashlight within easy reach for lighting his way on poorly lighted stairs; (b) an inexpensive tool, a shockproof fuse plier for replacing cartridge fuses in "live" fuseholders should be in every serviceman's kit; and (c) his extension cord should be the sturdy, shockproof, guarded-lamp type.

Your servicemen's suggestions will complement this nucleus of a program and allow you to tailor the rules to suit your operation.

**ABOUT THE AUTHOR**—P. T. Brockwell's name is a familiar one to the readers of EM WEEK. His articles on effective service management have earned him a wide following among appliance dealers and his two series of articles on repairing both major and small appliances have been reprinted by the McGraw-Hill Book Co.

ELECTRICAL MERCHANDISING WEEK



## 2nd Thoughts On FM Stereo:

After the initial burst of enthusiasm, manufacturers of packaged stereo are taking a more temperate look at FM stereo. Almost to a man, the manufacturers are still pleased with the prospects, but almost no one today is willing to forecast any boom because of the innovation.

What happened is simple enough. Second thoughts have put the product in perspective. "This is not a boom type thing," summed up Leonard C. Truesdell, president of the Zenith Sales Corp.

**The industry consensus now:** FM stereo is a nice plus, but let's not get excited and oversell it. A notable exception to this trend, however, is General Electric, which is talking up a more positive story.

**Here's a quick rundown on opinion:** Admiral: "Fine development, excellent prospects," a company official said.

Motorola's attitude: Long range optimism, short range concern—according to Edward R. Taylor, executive vice president. He's worried about "cheap and dirty sets" which could give FM stereo a "black eye."

Olympic: "This is a good thing," said Morris Sobin, president, "and it should help business. It's much better than reverb because this is an added service. But this is not the greatest thing since television."

Philco: "It's a good, good service," explained James M. Skinner, Jr., president, "but it's a minor good business from our standpoint."

RCA: Officials here don't believe multiplexing is going to take off and set any new sales records. "It isn't that kind of animal," explained Bryce S. Durant, vice president for product planning. "It's an important extra, but I'm not sure we'll see a speed growth curve."

Stromberg-Carlson figures FM stereo is a "nice plus," according to Howard Hibshman, national sales manager for consumer products. Stromberg is planning to handle FM stereo as an accessory, but won't build it into sets. "Lots of places aren't going to have this service available," Hibshman explained.

Webcor, Inc. figures multiplexing adds up to a "nice plus" said James McLaughlin, vice president for marketing.

Westinghouse is enthusiastic about multiplexing's future, according to O. H. Yoxsimer, general manager of the company's television-radio division. FM stereo will "round out the growing desire on the part of consumers for truly stereophonic sound," he explained.

Zenith: "Don't oversell this," warned President Truesdell of the Zenith Sales Corp. "Sell it as something fine. It will be a good, steady, solid product."

"Everything is going to be wonderful providing certain things happen." He went on: (1) FM station owners must do a good broadcasting job and (2) manufacturers must turn out good receivers.

"I hope as an industry we put our best foot forward," Truesdell said. "You need a wide band unit to get this service properly. Otherwise, it's like trying to put a lot of water through a small hole. All the program material won't come out if you have a narrow band receiver."

## EM WEEK / READERS SAID . . .

EM WEEK welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

I read with considerable interest the article in your EM WEEK publication of June 5, the story about Hotpoint Chicago's kitchen planning center. The article may be factual with respect to the Chicago facility, however, your reference to the New York district kitchen planning center is completely inaccurate.

The Hotpoint New York district kitchen planning center is a mer-

chandising arm of the advertising and sales promotion department and has been in place since August, 1960.

Franchised Hotpoint New York district dealers have long since learned they have nothing to fear from the activities of the center—just the reverse is true. Hotpoint New York dealers have found that many additional, profitable sales have been created for them by the well-trained staff at the center.

A consumer requesting photo and floor plan from the New York kitchen planning center has to go to the dealer of her choice to pick up the finished plan. This has been our method of operation since this fine facility was opened to the public.

I feel that in the interest of accuracy, you should make this correction as quickly as possible in a future issue of your magazine.

Should you have an interest in seeing the operation of our kitchen planning center, I would be pleased to give you a tour at your convenience.

**Robert R. Moffett**  
Manager, Advertising and Sales Promotion  
Hotpoint Distribution Dept.  
Newark, N.J.

EM WEEK regrets having said in our article about the new Hotpoint kitchen planning center in Chicago that customers in the New York center could get their kitchen plans and photos from the center, rather than from their dealers. We are pleased to be able to correct this erroneous impression of a center which is, without doubt, an important selling tool for Hotpoint dealers in New York.

# IF YOU'RE INTERESTED IN MAKING MONEY

## READ THIS:

**General Electric Announces Tremendous Deal on Heating Pads and Vaporizers**

### Here's your deal on Heating Pads

**ORDER 6—Get One P16 Heating Pad at No Charge. Your Gross Margin is**

# 43.2%

**BUY ANY 11 Heating Pads of one model—and receive a like model at no charge. Your Gross Margin is**

# 40.4%

QUANTITY	RETAIL VALUE	DEALER COST
Two P25	\$11.90*	\$7.74
One P17	7.95*	5.17
Two P18	17.90*	11.64
One P19	9.95*	6.47
One P16 (No Charge)	6.95*	No Charge

Total Retail Value \$54.65\* Suggested Dealer Cost \$31.02

QUANTITY	MODEL	RETAIL VALUE	DEALER COST
You order 11 pads and get 12	P25	\$71.40*	\$42.57
	P16	83.40*	49.72
	P17	95.40*	56.87
	P18	107.40*	64.02
The 12th pad is free!	P19	119.40*	71.17
	P212	155.40*	92.62

or order any assorted 11 Heating Pads and receive one P25 at no charge

### Here's your deal on Vaporizers

**BUY ANY 11 Vaporizers of one model and receive a like model at no charge**

# FREE!

QUANTITY	MODEL	RETAIL VALUE	DEALER COST
You order 11 Vaporizers and get 12	V4	\$95.40*	\$56.87
	V2	119.40*	71.17
	V3	155.40*	92.62
The 12th Vaporizer is free!			

or order any assorted 11 Vaporizers and receive one V4 at no charge

\*Manufacturer's Suggested Retail Prices.

**Order now! Save Money . . . Make Extra Money on General Electric Heating Pads and Vaporizers**

General Electric Company, Clock and Timer Department, Ashland, Massachusetts.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

### EVERY HOME NEEDS A HEATING PAD



P16  
\$6.95\*



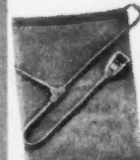
P17  
\$7.95\*



P18  
\$8.95\*



P25  
\$5.95\*



P19  
\$9.95\*

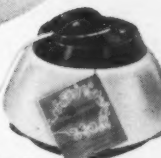


P212 \$12.95\*

### EVERY HOME NEEDS A VAPORIZER



V4  
\$7.95\*



V3  
\$12.95\*



V2  
\$9.95\*



## MARKET REPORTS

**EAST . . . BOSTON**—The best summer business in the past two seasons was expected by most appliance dealers in this area on the basis of current consumer demand. Refrigerators and portable television and radio were moving well, although air conditioners showed spotty action, presumably because of the absence of a prolonged hot spell. Most of the dealers surveyed estimated late spring and early summer volume to be 5%-15% above last year's of the corresponding period in overall sales.

Jack Shelman of the Gilchrist Co., Boston, has been getting good response with a promotional emphasis

on the fact that most appliances on the market today offer more and yet are priced lower than they were 10 and 15 years ago.

"Much of the public doesn't seem to realize that household appliances haven't gone up in price like many other things and actually represent exceptionally good buys today," said Shelman. "The banks are bulging with money—and the public has to be informed of the fact that the values in appliances today are greater than ever before."

"The manufacturers have been coming up with tremendous values. For example, we offered a Frigidaire

refrigerator down to \$269.95, 13 cubic foot, automatic defrosting, two doors and many other features. Now let's look back 15 years ago and we find that a typical electric refrigerator of similar size sold for \$279.95 and had only 10 cubic foot capacity and without automatic defrosting and with only one door without shelf storage, either."

Shelman also scored with a pitch with a 21-inch Zenith table model television swivel stand set at \$188.88. "We pointed out," he said, "that many good table model television sets actually don't weigh much more than the portables. At the same time, portables are retailing at about the same price level with us—\$159, \$169, \$179, \$187 in general. Putting a handle on a television set doesn't necessarily make it more portable than a table set."

John O'Keefe, president and treasurer of Merrimack Jewelry Co., Lawrence, Mass., a major appliance retailer of the area, reported: "We have not yet had the big performance on air conditioning and fans that we would like. We need several good hot days to bring out the demand but to this point we've been getting the hot weather in dribs and drabs. But don't get me wrong, I'm not complaining. Things look pretty healthy, better than a year ago. There's plenty of cash around; transistor portable radios are the best of all right now. . . ."

From Thomas F. "Timmy" Armstrong, manager of appliances at Sherer's in Worcester, Mass., came this sunny report:

"In the past week our business positively has been on the upswing. I don't even like to talk too much about it for fear of jinxing it. Refrigeration and television portables have been very good and are running ahead of last year's figures at this point. We'd like a few good hot days in a row, though, to light a fire under our air conditioner traffic."

The Raymond F. Fitch Appliance Co., located in suburban Burlington, Mass., cited good results by soliciting telephone inquiries. "We are quite happy," said a spokesman.

A rather unorthodox approach appeared to be paying off in sales for the appliance department at Raymond's in downtown Boston, where "knock - 'em - dead" merchandising really flourishes. For some months, Harold Pilavin, president, and his brother, Nathan Pilavin, treasurer, have been sparking their leased appliance department at Raymond's with live-wire action. They've capitalized on Raymond's traditional and unique old New England way of selling including the use of the rock-ribbed personality, "Uncle Eph," who uses such phonetic pitches as: "U ken sav mor at Raymond's. . . ."

Rugs and pastel decors are frowned upon at Raymond's and price is made the big attraction in appliances and all else. Big, black headlines inform the public. Marty Kelly said that appliance department is happy and that refrigerators are a current joy.

In Lowell, Mass., some 30 miles from Boston, John McGoohan of McGoohan Furniture and Appliance Company, had this to say:

"Air conditioning is the story right now with us. We are somewhat worried about our inventory on it, like many other dealers, I guess, because June is our month usually. If they don't buy air conditioners by July 1 in a big way it begins to look bad for the season."

"We need about three or four good hot days in a row to get the conditioners moving. It's an impulse-buying item; people want it after they suffer. I don't want people to be suffering but I wish it would get just a little hotter."

"But we're not weeping. Business altogether has been good, particularly in the last two months, which have been going about 10% over last year. I think the outlook for the appliance industry is brighter than at any time in the last two years. . . ."

**MIDWEST . . . ST. PAUL**—Although a cool spring and summer have curtailed the anticipated heavy sale of air conditioning equipment, the city's biggest television and appliance dealers agreed that "things aren't bad at all" generally.

"We were depending on air con-

Continued on page 13



"We've converted several recent service calls we got through the Yellow Pages into profitable sales," says R. J. Misleh, owner, City Wide Television, Miami, Fla. "These sales were especially profitable since they were for color TV sets. The big thing our Yellow Pages advertising does is get us leads. People see our ad in the Yellow Pages, call in for television service, and often end up buying a new set. We depend on our Yellow Pages advertising to build our service business and boost sales!"



Display this emblem. It builds your business!

**CITY WIDE**  
TELEVISION

Authorized Service  
RCA COLOR & BLACK  
& WHITE  
ALL MAKES & MODELS  
ALL WORK GUARANTEED  
BYNBER TESA - RTTG

**COLOR TV DEALER**

Sales - Service - Rentals  
**NE 4-0506**  
1800 Hwy. 104-3717 • 626 N.W. 27th Av.

Display ad (shown reduced) runs under TELEVISION-SERVICE. Call the Yellow Pages man at your Bell Telephone Business Office to help you plan your business-building program.



# SELL MORE NEW AIR CONDITIONERS WITH TRADE-INS BLUE BOOK

The Authority That Helps You:

- Establish Values!
- Close Sales!
- Avoid Offending customers!
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**FREE!**

Periodic Supplements are issued without charge to all BLUE BOOK purchasers!

One sale made with the use of the BLUE-BOOK will more than pay for copies for all salesmen!

1-4 copies	\$ 4.50 each
5-9 copies	\$ 3.75 each
10 or more	\$ 3.00 each
10% Discount if your check accompanies your order!	

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TRADE-IN  
REPORTER**

P. O. Box 66729 • Fairview Station  
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**ATLANTA:** Raymond K. Burnet, 1375 Peachtree St., N.E., Atlanta 9, Ga., (Atlanta) 875-0523.

**CHICAGO:** Edward J. Brennan, Bruce Tepaske, 645 N. Michigan Ave., Chicago 11, Ill., MO. 4-5800.

**DALLAS:** John Grant, 901 Vaughn Bldg., Dallas 1, Tex., RI. 7-5117.

**DETROIT:** Robert J. Scannell, 856 Penobscot Bldg., Detroit 26, Michigan, WO. 2-1793

**HOUSTON:** Joe Page, W-724 Prudential Bldg., Houston 25, Tex., JA. 6-1281.

**LOS ANGELES:** Noel Humphrey, 1125 West Sixth, Los Angeles 17, Cal., HU. 2-5450.

**SAN FRANCISCO:** Thomas H. Carmody, 255 California St., San Francisco 11, Calif., DO. 2-4600.

**PORTLAND:** Scott Hubbard, Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.

## MARKET REPORTS

CONTINUED FROM PAGE 12

ditioning to give us a good lift this summer, but the hot weather just hasn't arrived," said Arvid Edblom, sales manager of McGowan's TV Appliances.

"I'd say business is average," he said. "Stereo has remained surprisingly active in what we normally consider the off-season. Portable TV sets and FM radio, both tying in with summer fun and vacations, are doing especially well." He said Magnavox leads the field in stereo, and Zenith and RCA in portable TV.

White goods have been slow, with gas ranges slowest.

"We have an optimistic outlook," Edblom said. "Our big emphasis is going to be color TV and we're going to start promoting it soon, mostly in newspaper advertising. We feel that with the networks improving color programming, interest will soar, and we want to be on the ground floor."

One of the pleasant surprises at McGowan's this summer has been that records are selling well, "People seem to be enjoying good music more," Edblom said. "They no longer are slaves to television."

Clint Grove, sales manager of Benike's, said the outlook "is the most promising in months."

"The last week or 10 days have really produced a spurt," he said. "The first few months this year were about even with last year but now we're definitely ahead. Refrigeration and laundry equipment are moving well (the store handles Maytag and Gibson). The recent Gibson promotion through Life Magazine had a good impact here."

"Television sales are strong—much of it representing replacement of sets that are getting old. Stereo and hi-fi also are doing well for us."

A Frigidaire sales campaign was effective in the refrigerator line Grove said. He reported "spotty" action on Frigidaire electric stoves and Crown and Vesta gas models.

"We're ahead of last year and right now our best sellers are laundry and refrigerator equipment," reported Gordon Watson, general manager of Watson Appliance & TV Co.

"TV portables are moving briskly, and console TVs and stereo are fair."

"Air conditioning is fair—and we're waiting for some hot, sleepless nights to get things really going in this line."

Business "looks good as a whole," he said, but with no anticipating big surges.

Dishwasher and laundry drying sales are down and he said he believes it's because the market may be getting somewhat saturated.

"People don't seem to be responding quite as enthusiastically to advertising as they once did," he said. "We've adopted a policy of hitting the newspapers more consistently. Our ads are smaller but anytime you pick up the paper, there we are."

**WEST COAST . . . LOS ANGELES**—Potential buyers still had their hands thrust deep in their pockets. Despite a generally brighter outlook in the economy, appliance purchases remained spotty.

However, there were signs that a prolonged summer swelter could drive people into the stores out of

Continued on page 44

## NEW Concept in Broiling! Works like a... TOASTER (of all things)

**BROILS MEAT**



just  
as you  
like it!

**IT'S AUTOMATIC**

Just put meat  
in grid, and  
set the timer



**3 APPLIANCES IN 1**  
BROILER • TOASTER • SANDWICH GRILL

**CUTS  
BROILING  
TIME IN  
HALF**

because it  
broils BOTH  
sides at the  
same time!

Steak	6 Min.	Hotdogs	3 Min.
Hamburgs	4 Min.	Bacon	3 Min.

**and OH! what flavor**

**WE CALL IT THE  
BURG-O-MAT**



**...you'll call it the  
hottest new profit  
item in years...**

A terrific selling story. Broils double fast, double good! No turning, no watching; turns off automatically. Excess fat drains off into drip tray—can't touch elements. No smoking . . . just drip tray and grid to wash . . . ALL the features women go for! Details will cost you a 4c stamp.

**CLIP AND MAIL TODAY!**

TO: **COLE ELECTRIC MFG. CO.**  
247 Ashland Road, Mansfield, Ohio

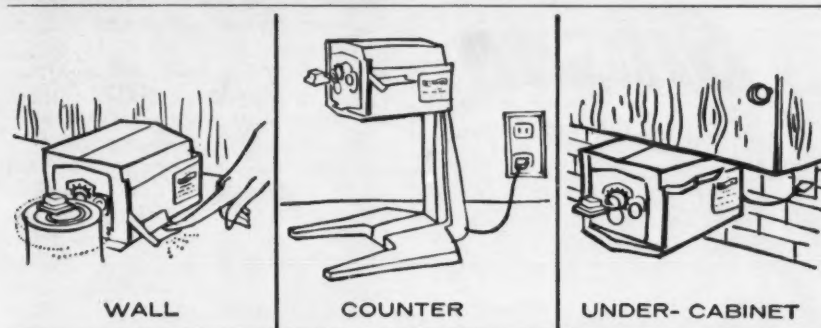
Rush profit details on sensational new Burg-O-Mat.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

☐ CHECK ☐ Dealer ☐ Distributor



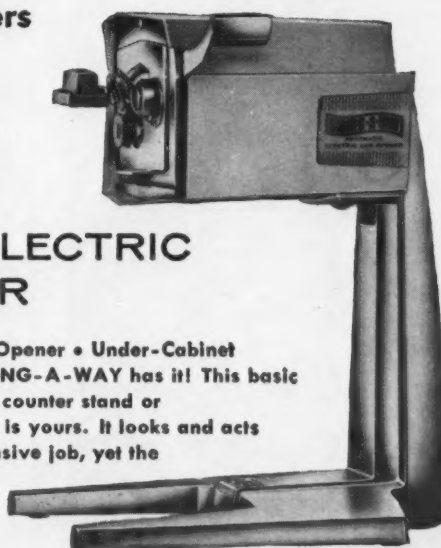
**Bright new idea  
in electric can openers**

**SWING-A-WAY**

**AUTOMATIC-ELECTRIC  
CAN OPENER**

Wall Can Opener • Counter Can Opener • Under-Cabinet Can Opener . . . you name it! **SWING-A-WAY** has it! This basic can opener can be bought with a counter stand or under-cabinet bracket, the choice is yours. It looks and acts like a super-deluxe, super-expensive job, yet the price-tag is a lowly

**\$14.95**



Accessories: Counter Stand \$3.98 (illustrated)  
Under-Cabinet Bracket \$1.00

**SWING-A-WAY MANUFACTURING CO., ST. LOUIS 16, MO.**

JULY 10, 1961



## ASSOCIATION NEWS

**National Housewares Manufacturers Assn.** 35th mid-year show is going to Chicago after 13 years in Atlantic City. On July 10-14 a record 902 exhibitors (up 20% from 1960) will set up shop in Chicago's McCormick Place exhibition hall. The move to Chicago was made "to help equalize the time required for buyers from all parts of the country to get to the show." Restaurant and meeting facilities are available in the hall and free rush hour buses for visitors traveling between McCormick Place and downtown hotels will be provided.

**Electronic Representatives Assn.** sched-

uled three business management institutes for members this year, all tailored to the electronic representatives business. The central region institute was held June 11-16 at the University of Illinois. During the same period those who attended last year's institute took part in an advanced management institute at the university. A session for East Coast members was June 25-30 at American University in Washington, and West Coast members can attend the institute Sept. 12-16 at Stanford University.

**New England Gas Assn.** elected Harold L. Dalbeck, head of Gas Companies of New England Electric System, Malden, Mass., president of the association. He succeeds retiring President Gilbert J. Williams, executive vice president of the Connecticut

Light and Power Co., Berlin, Conn.

**National Electric Manufacturers Assn.** has adopted a "statement of principles" to "guide electrical manufacturers in compliance with the anti-trust laws." Said NEMA: "As a trade association . . . we cannot escape—nor do we wish to escape—a degree of responsibility for compliance with the law in our industry." The statement of principles will be published and sent to members of NEMA and all other electrical manufacturers.

**Electrical Apparatus Service Assn., Inc.**, named August A. Baechle executive vice president of the association, pending appointment of a permanent EASA manager by the association's board of directors. Baechle, who joined EASA's St. Louis head-

quarters engineering staff last September, temporarily succeeds Joseph M. Harrington, who resigned May 2.

**Electric Tool Institute**, an association of portable electric tool manufacturers, visited Black and Decker Manufacturing Co. plants June 6 and 7. Some 75 delegates and technical representatives of the institute toured the company's plants in Towson and Hampstead, Md., and took part in a number of technical and social meetings.

**Hoosier Electronic Conference**, sponsored by the Electronic Show Corp. of Indiana, will be held at the French Lick-Sheraton Hotel in French Lick, Ind., Aug. 6-9. About 75 manufacturers are expected to attend the conference, which draws distributors from Indiana, Kentucky and other areas.

**National Appliance Parts Manufacturers Assn.** has launched several projects for 1961. The first is a study of parts jobbers' problems. NAPMA is conducting open discussions with jobber panels in major cities. The independent parts manufacturers who make up NAPMA membership are represented in the discussions by their top management. Such topics as quality, distribution policy, service and sales promotion are on the agenda. Another major project is quality control. Objective of the program is "to make every replacement part of the highest possible quality." Points in the program: Identification of the manufacturer on the part, warranty tags for returned goods, prevention of the manufacturing and marketing of substandard parts, and testing methods.

**American Institute of Electrical Engineers** named Dr. Allen B. Du Mont, an honorary member of the organization, the highest award it confers. Du Mont is the 48th person to be made an honorary member since the institute was organized in 1884. Du Mont founded Allen B. Du Mont Laboratories, Inc., which merged and became a division of Fairchild Camera and Instrument Corp. He is continuing his association with the division and with Fairchild.

**Edison Electric Institute** sponsored a commercial electric cooking school for electric utility commercial salesmen. The school was held at the Culinary Institute of America, Inc., in New Haven. Purpose was to give sales personnel first-hand experience with quantity cooking equipment to enable them to do a better promotion job. Lectures and group discussions were held, and the salesmen cooked their own meals as part of the program.

**Electrical Assn. of Philadelphia** is conducting an all-out wiring promotion in suburban and Philadelphia neighborhood newspapers. The push, called the "100-A Horsepower" campaign, is aimed at convincing homeowners of the importance of a modernized wiring system. Extensive newspaper ads and cash payments to wiring contractors for completed jobs implement the program.

**National Assn. of Display Industries** held a panel discussion on "What Display Means To Me In My Store Function" in conjunction with their fall-Christmas market week, June 25-29, in Chicago. Four retail experts led the discussion.

**El Panama Hilton—reserved for you, with Gibson!** A fast, fun-filled Braniff jet flight to Jamaica, then on to Panama. A colorful and friendly reception at the airport. Then whisked by limousine to El Panama Hilton, known to world travelers as the most beautiful hotel in Latin America. Fifteen acres of garden surround this magnificently modern hotel . . . every room is handsomely furnished, completely air conditioned . . . each has its private, sun-shaded balcony. When he created El Panama Hilton, famed U.S. architect Edward Stone must have had in mind the world's most pampered travelers—the Gibson Dealers of America. Reservations for this trip-of-a-lifetime are closed or closing in most areas. If you'd like to join the fun, *do* check with your Gibson Distributor within the next few hours. It can be the happiest call you'll ever make.

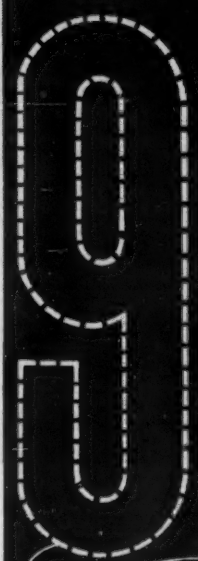
JAMAICA/PANAMA WITH **Gibson**

Gibson Refrigerator Sales Corporation, Greenville, Michigan, a Subsidiary of HUPP Corporation





all sewed up



OUT OF

10

newspaper  
readers in  
Million  
Market  
Milwaukee

With one newspaper, at one low cost, you can reach 9 out of 10 newspaper readers in a million-plus metropolitan area.

Only in Milwaukee, only in The Milwaukee Journal do you get such complete one-paper coverage... no supplementary media needed. Sew up your market with...

**THE  
MILWAUKEE  
JOURNAL**

375,950 daily — 513,647 Sunday

JULY 10, 1961

**ELECTRICAL  
MERCHANDISING WEEK**  
VOL. 93 NO. 28

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### MUSIC SHOW

**WHAT'S COMING UP** in the radio and phonograph business? You'll have a better idea when you read **EM WEEK's** pre-Music Show issue next week. Plans of the manufacturers will have a great deal to do with your merchandising future.

Jack Paar is selling  
**DOMINION**  
Hair Dryers...

Are you?

The Jack Paar Show • NBC-TV



Model 1805

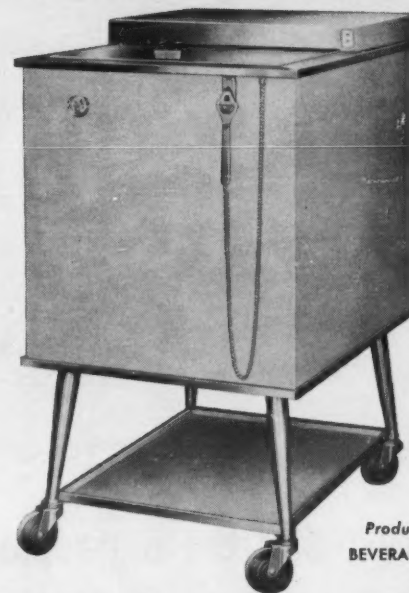


Before you buy... be sure to see... Dominion's Seal of Quality  
DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO



## SENSATIONAL!

No other word so adequately describes the **SOCIABLE** and its widespread acceptance by casual-living, fun-loving Americans. It's a beverage cooler... a highly efficient electric refrigerator with four standard size ice trays. It's compact, mobile, high styled and carefully built to give years of satisfactory service. It affords dealers a most unique sales opportunity because there is nothing else quite like the **SOCIABLE** in the market.



Product of  
BEVERAGE-AIR

**THE SOCIABLE**  
REFRIGERATOR-COOLER

Fill in and mail coupon for complete details and prices.

**MAIL TO: BEVERAGE-AIR CO., BOX 1981, SPARTANBURG, S.C.**

Please send complete details on the **SOCIABLE** to:

STORE NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_





Sell the big replacement market with General Electric's Trade-In Fair...

## BIGGEST TRADE-IN PROMOTION IN YEARS

Here is a promotion that will keep your refrigerator sales high through August and September. **Big customer appeal!** "Trade and Save at General Electric's Trade-In Fair" is the theme that will bring them in. "Gunsmoke," the greatest hit show in the history of television—(13,000,000 homes)—will feature Trade-In Fair commercials—July 29, August 12 and August 26! Could you ask for more? **Keep reading!** Four-color spreads





in the Saturday Evening Post, July 29, Look, August 29 and Life, September 8 promote the Trade-In Fair with a combined circulation of more than 20,000,000. Show the wide choice of refrigerators—talk about values. **Complete kit for you:** exciting newspaper ads • publicity • promotion pieces • radio spots • television commercials • display • premiums • merchandising ideas. Make this big selling opportunity pay off for you. Plan your own Trade-In Fair Promotion. Ask your General Electric Distributor representative for complete details and the big promotional package. It's a sure winner!

JULY 10, 1961

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

Household Refrigerator Dept., Louisville 1, Ky.



# DORMEYER'S BIG TV PUSH



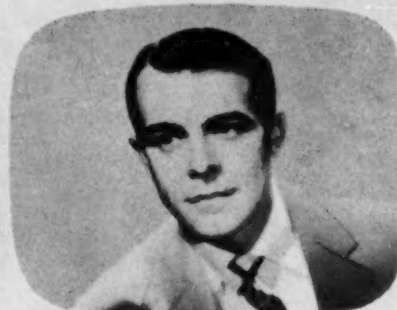
FACE THE FACTS with Red Rzewski, CBS-TV



PRICE IS RIGHT with Bill Cullen, NBC-TV



ABOUT FACES with Ben Alexander, ABC-TV



SURPRISE PACKAGE with George Fenneman, CBS-TV



THE JAN MURRAY SHOW with Jan Murray, NBC-TV



CAMOUFLAGE with Don Morrow, ABC-TV



HOUSE PARTY with Art Linkletter, CBS-TV



CONCENTRATION with Hugh Downs, NBC-TV



NUMBER PLEASE with Bud Collyer, ABC-TV



SAY WHEN with Art James, NBC-TV



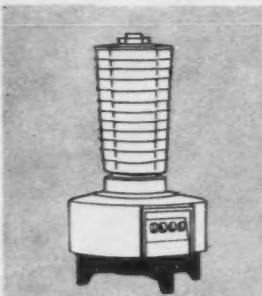
TRUTH OR CONSEQUENCES with Bob Barker, NBC-TV



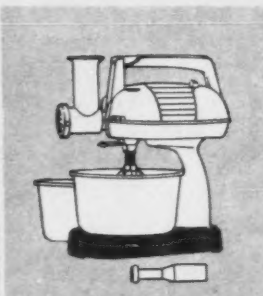
IT COULD BE YOU with Bill Leyden, NBC-TV

As seen on all 12 Daytime TV Quiz Shows—on NBC-TV, CBS-TV, ABC-TV.

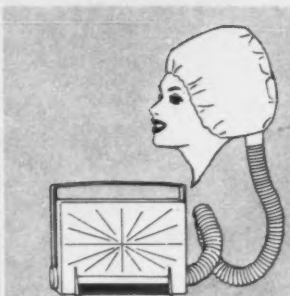
## SELLS DORMEYER'S HOT NEW LINE



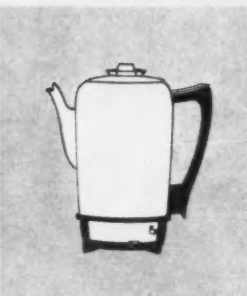
Blender BL-2



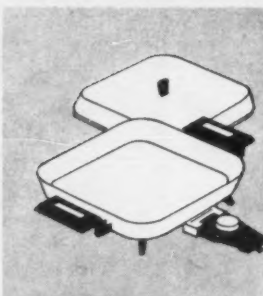
Food Mixer SM-6-WH



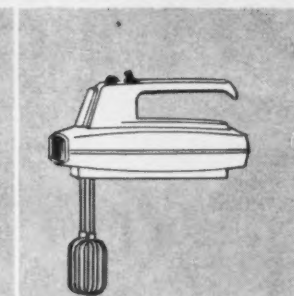
Hair Dryer HD-1



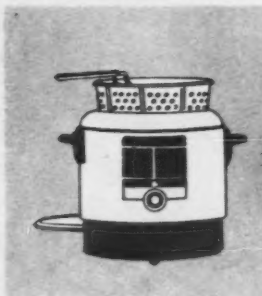
Coffee Maker CP-10



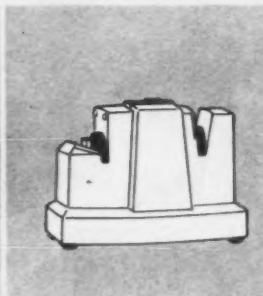
Buffet Skillet SK-5



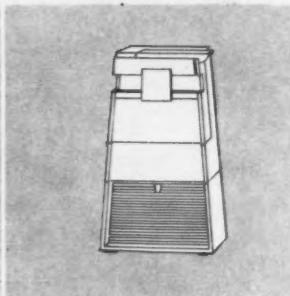
Hand Mixer HM-6



Fri-Well DF-2



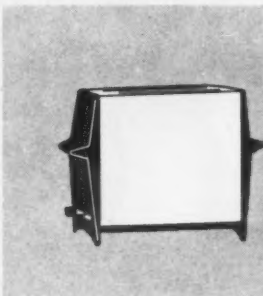
Knife Sharpener KS-1



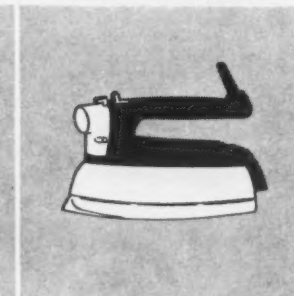
Electric Can Opener CO-2



Hurri-Hot HC-1



Toaster TR-5



Steam Iron ST-2

**MORE THAN 350 MILLION TV IMPRESSIONS DURING THE 7-BIGGEST SELLING WEEKS BEFORE CHRISTMAS! STOCK UP NOW! CALL YOUR DORMEYER DISTRIBUTOR TODAY!**





# HOUSEWARES

# SHOWCASE

## Shopping Guide To 1961 Housewares Show

The Housewares Show this summer is bigger than ever. Will you be able to see all the exciting new products this week? Probably not. EM WEEK, therefore, has collected the new offerings by more than 50 of the key electric and non-electric housewares exhibitors in this exclusive shopper's guide to make your search for new products easier. Start using the guide today. At the right is a table of contents listing exhibitors, their booth numbers and the page numbers on which their new products are shown. Also in this section is a handy floor plan of McCormick Place and a complete list of exhibitors.

Exhibitor	Booth No.	Page No.
Berns Air King Corp.	534	26
Block & Sons Inc., M.	1061	26
Broadway Ornamental	B69	25
Cardinal China Co.	1528	23
Chattanooga Royal Corp.	1832	20
Corning Glass Works	881	22
Cornwall Corp.	1525	25
Ekco Products Co.	225	24
Engelhard Hanovia, Inc.	376	20
E-Z Por Corporation	A20	23
Foley Mfg. Co.	239	24
Forest Specialties	2135	26
Gala Appliance Mfg. Inc.	2121	25
General Electric Co.	1819	21
Guild Products Inc.	1344	26
Hamilton Beach	1461	22
Hardware & Industrial Tool Company	522	27
International Oil Burner Co.	918	25
Karoff Originals, Ltd.	705	25
Lambert, Inc.	2084	26
Lenox Plastics, Inc.	711	24
Lifetime Cutlery Corp.	925	25
Markel Electric Products, Inc.	524	26
Martin Stamping & Stove Co.	2209	26
Mirro Aluminum Co.	829	22
National Presto Industries	626	23
Northland Aluminum Products	A62	22
Patent Novelty Co.	844	27
Regent-Sheffield	519	27
Richmond Cedar Works Mfg.	306	24
Rona Plastic Corp.	1622	24
Saiton Mfg. Co.	1350	20
Sessions Clocks	944	27
Shetland Co., Inc.	934	27
Sinclair Industries Inc.	164	20
Spartus Corp.	706	25
Speco Products Div.	1611	25
Stetson China Co.	1600	27
Sunbeam Corp.	1282	25
Sunburst Mfg. Co.	2159	22
Taylor Instrument Cos.	821	25
Tricolator Mfg. Co.	952	24
Tri-M Inc.	1501	24
Troy Industries, Inc.	2056	27
Ullman Co. Inc.	1374	27
Vogue Electronics & Appliance Corp.	2807	24
Washington Forge, Inc.	949	26
Westclox	733	23
Westland Plastics, Inc.	2054	27

**Salton Hotray News**

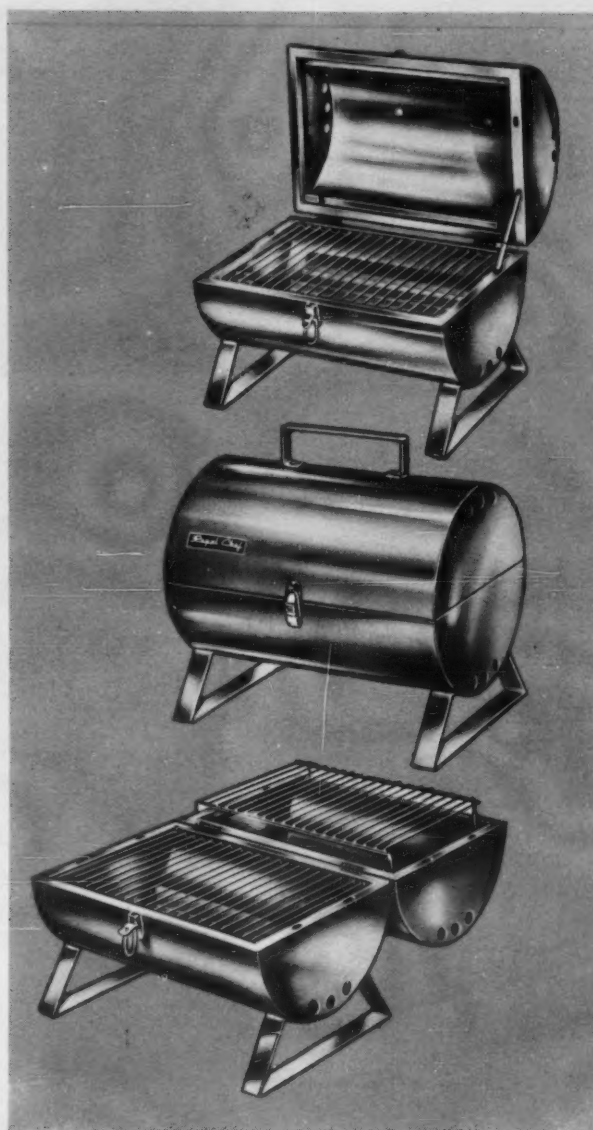
The largest of the new line is the 12½-inchx32½-inch, \$49.50 "Patrician" shown on the left. The Elite Hotray (below) is 14½-inchx7½-inch and will retail at \$9.95. All the new models are thermostatically controlled from room temperature to 265 degrees and have an "off" position.

The Salton Manufacturing Co., Inc., 519 E. 72nd St., NYC.

**Hanovia Has A Purifier**

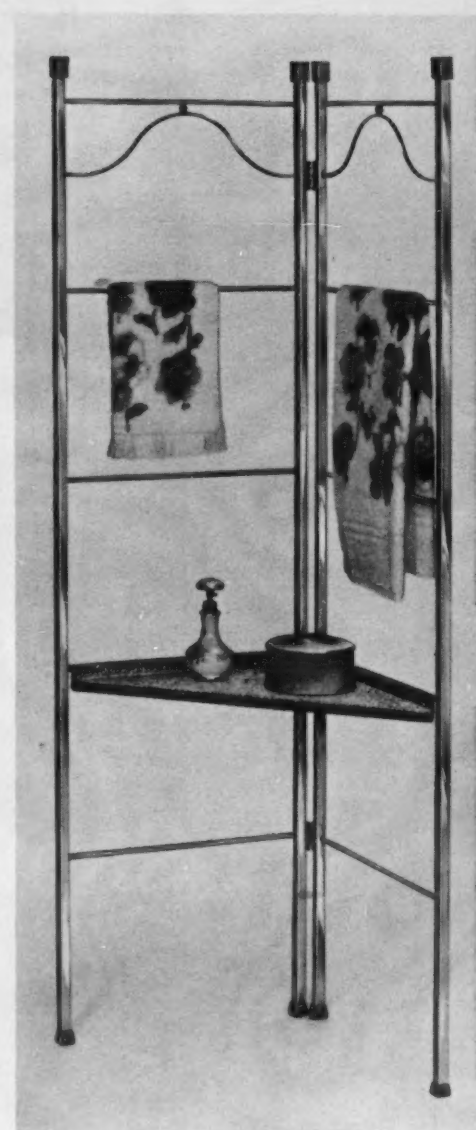
Hanovia's new portable purifier (above) operates on the electrostatic precipitation principle but "doesn't produce any ozone," according to the company. The unit also has an ultraviolet germicidal lamp for killing bacteria and a fiberglass charcoal filter for removing dust from the air. It's equipped with control panel and pilot lights. Suggested list is \$225.

Engelhard Hanovia, Inc., Hanovia Lamp Division, 113 Astor St., Newark 2, N.J.

**Grill For Picnics, Camping And Boating**

Royal Chef's new portable barrel brazier, model ROS-38, shown above, is designed for "cooking on the move" as well as around the house. The barrel is 15-inches long and 10 inches in diameter and can be used in both the open and closed positions. When fully opened, both sides of the grill can be used and the cooking surface is doubled. The Camper Sportsman is equipped with two chrome-plated grids and two corrugated steel firetrays. Its suggested list price is \$14.95.

Chattanooga Royal Co., Chattanooga 6, Tenn.

**Corner Towel Trellis**

Sinclair's new decorator bathroom trellis (above) fits into corners and can be easily moved or folded for storage. It's made of sections of steel tubing and its overall height is 48 inches. Finished in chrome or brass, the trellis carries a suggested retail tag of \$12.95.

Sinclair Industries, Inc., 1317 Kentucky Ave., St. Louis 10, Mo.





### Here's What's New At The G-E Booth

A new blender (left) featuring a low silhouette leads G-E's parade of new products. The 10½-inchx7½-inch blender (model BL-1) has two speeds, a 36-ounce capacity and a two-part non-spill lid. The jar has a built-in handle and pouring lip. The new blender carries a suggested retail price of \$39.95.

New in the company's clock line is the Gourmet, model 2126, shown above. The new cordless

wall clock has a suggested retail price of \$14.95. Just 9½ inches in diameter, the Gourmet has a white ceramic, herb-decorated dish as a face.

A fully automatic Toast-R-Oven, model T-93, is also new at G-E. It can be used for toasting, baking and top-side browning. Features include a "start" bar, a toasting guide and an automatically operated door. Suggested retail: \$34.95.

Housewares & Commercial Equipment Division, General Electric Company, 1285 Boston Avenue, Bridgeport, Conn.



### New Sweeper Spots G-E's Floor Care Line

G-E's new lightweight vacuum sweeper (left) will be available for delivery in September. The VS-1 features an adjustable brush, a bare floor adapter, disposable dust bags and a swivel nozzle. It will be available in ivory and sandalwood with chrome trim. Suggested retail price for the new sweeper is \$34.95.

Also completely new this year, is the company's floor washer-dryer shown on the left. The SC-2 is the big brother of an earlier unit that was a vacuum cleaner attachment. The SC-2 dispenses wash water, scrubs floors, then vacuums the dirty water into a separate tank. Other features include an all-nylon brush and finger-tip controls. Available in September, the blue and ivory washer-dryer will carry a suggested retail price of \$39.95.

The FP-6 floor-polisher scrubber (shown above) has a suggested retail price of \$29.95 and is available to dealers now. Featuring a low silhouette, the polisher-scrubber is equipped with thin, self-leveling, counter-rotating brushes, reversible buffing pads, rug cleaning attachments and a liquid dispenser.

Housewares & Commercial Equip. Div., General Electric, 1285 Boston Ave., Bridgeport, Conn.







### Pyrex & Corning Ware

Here are two of the seven new Pyrex Ware decorated casseroles and serving dishes. A 1½-quart Royal serving dish (top left) is blue and gold, has gold cradle and polished walnut handles. Retail price: \$4.95. A 2½-quart olive and gold casserole (right) is decorated with 12 signs of the Zodiac and has a round mounter and candle-warmer. Price: \$7.95. The Pyrex items will be available at retail around August first.

Two new Corning Ware items are the Party Buffet (top center), a 1¾-quart saucepan with polished chrome mounter, available with blue cornflower or black trefoil design, and the Coffee Buffet (far right), a nine-cup percolator with chrome-plated candle-warmer. The saucepan is \$8.95; the coffeemaker, \$12.95. Both items will be available in the stores by September first.

Corning Glass Works, Corning, N. Y.



### Mirro Popper And Non-Stick Frypan

The company enters the non-stick frypan race with this Teflon-coated aluminum model. The 10-inch pan, said to be warp-proof, comes with a wooden spatula, double pouring lip and plastic handle. Shipping weight is 6¼ pounds. Suggested retail price: \$6.95.

Mirro also introduces an electric corn popper, which keeps contents warm by means of a thermostatically controlled on-and-off switch. A light on the unit tells when the corn has popped. Suggested price: \$9.95.

Mirro Aluminum Co., Manitowoc, Wis.



### Hamilton Beach's Party Percolator & Toaster

Two new products are being added to the company's line of electric housewares. Buffet Party Percolator, model 21CM, in contemporary style is made of chrome over .22 gauge copper. The unit makes 15 to 35 cups of coffee and operates only on 750 watts ac. Suggested price: \$39.95.

Also making its debut is the company's two-slice toaster, model 5T, made of chrome with charcoal and white accents. The toaster will carry a \$22.95 price tag.

Hamilton Beach Division of Scovill Mfg. Co., 1509 Rapids Drive, Racine, Wis.



### Fish Mold

This heavy, coppertone, anodized aluminum fish mold, No. 244, can be used for seafoods, gelatin salads and molded hot dishes. A hanging clip makes it an attractive wall ornament.

The mold is 13½-inches long, 6-to-7 inches wide and 2¾-inches high. Capacity is 1½ quarts.

The suggested retail price is \$1.98. The company promises delivery by August first.

Northland Aluminum Products, Inc., Highway 7 and Belt Line, Minneapolis 16, Minn.

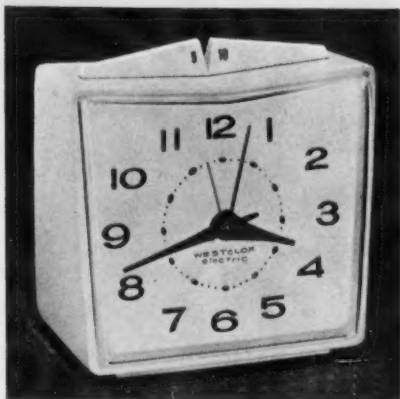
### Broilmaster For The Table

Newly introduced is this all steel, pre-plated chrome table top oven, Series 0-1000. Features include thermostatic control, hinged tempered glass door and nickel-plated wire grid. The unit is also equipped with a 900-watt element and a six-foot detachable cord. The oven measures 10½x16x8 inches. Suggested price is \$19.95. Other table top broilers in the company's line range from \$6.95 to \$24.95.

Sunburst Manufacturing Co., 20551 Mack Ave., Grosse Pointe Woods, Mich.







### Timely Introduction

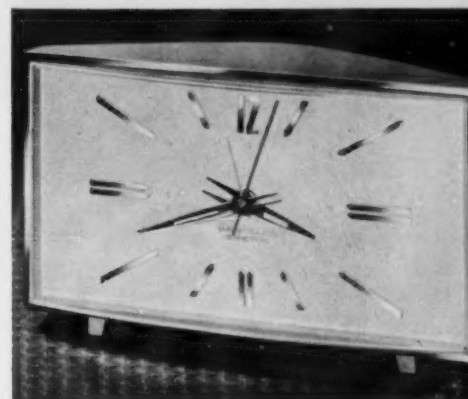
Here are three of Westclox's new collection of timepieces.

Drowse (far left), with a sleep-selector that allows extra five or 10 minutes of sleep before going off again, retails at \$6.98 for luminous dial, \$5.98 for plain one.

Crest (left), key-wound alarm sells for \$4.98 with plain dial, \$5.98 with luminous one.

Aspen (right), with raised gold numerals and luminous dial, is priced at \$7.98.

Westclox, Division of General Time Corp., La Salle, Ill.



### E-Z Por Mixes It Up

One of two Mix-Matic food mixers is this two-quart model, No. 112 (left). The unit has a glass decanter with plastic top and mixers. The mixer, which can be used for all mixes and beverages, is available in ivory, pink, yellow and turquoise. Retail price is \$3.98.

A one-quart model, No. 111, similar to the two-quart unit, is priced at \$2.98.

Also being shown by the company is a nine-piece beverage caddy set, which includes a 1/2-gallon decanter and six 8-ounce tumblers. Retail price: \$6.98.

E-Z Por Manufacturing Corp., 4315 North Lincoln Ave., Chicago.



### Gay Blades & Fruit Knives

Gay Blades, No. 5274, is three-piece party knife set, which includes an 8-inch cheese knife, 8-inch bar knife and a 7-inch sandwich spreader. Blades are of stainless steel, handles are of teakwood finish.

Price: \$1.

Fruit knife set, No. 5208, contains a half dozen 6-inch stainless steel knives with teakwood finished handles. The blades have serrated edges. Suggested price: \$1.

Cardinal China Co., Cardinal Bldg., Carteret, N. J.



### Presto Enters Humidifier Field

The company's first of a completely new line of comfort appliances is the portable Presto Aire humidifier (right) available in two models: Mark I, model LM05, with a suggested price of \$54.95, for apartments and smaller homes, and the larger Mark II, model LM06, at \$69.95.

Features of both models include humidity selector, chlorophyll-treated filter that removes dust, dirt and smoke particles, an air bath purifier that kills bacteria and a heat exchanger that adjusts temperature of moisturized air to comfortable room level.

Also being introduced is a 12-inch Cook 'n Serv' frypan, model KC11, with a suggested list price of \$24.45, with Control Master. The firm already has an 11-inch frypan. A special limited time introductory offer on the new pan reduces the dealer cost from \$15.90 to \$12.38.

Dealers will receive a free Aireguide humidity indicator with each humidifier on their initial order.

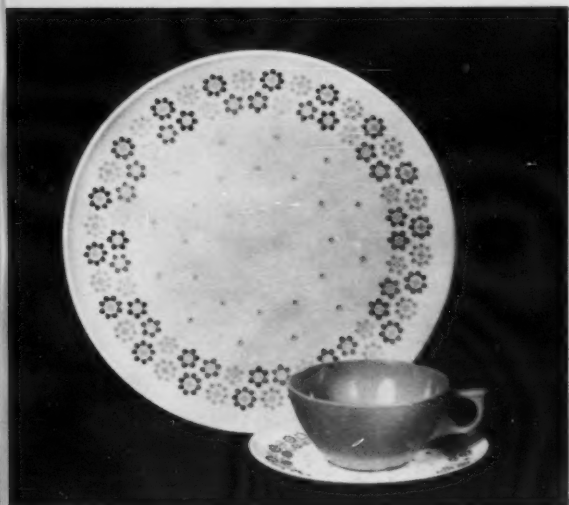
Also available is a stand for the humidifier as an accessory to provide portability anywhere in the home.

Dealers will receive special mailings by distributors on the new humidifier.

National Presto Industries, Inc., Eau Claire, Wis.







### Three New Melamine Patterns From Lenoxware

The "Calico" pattern (above left) features a circle of geometric designs in shades of blue, brown, and heather against a white background. The "Violets Are Blue" pattern (center) circles

blue, purple, and lavender violets on a white background. Retail price for 45-piece service for eight sets in both patterns is \$29.95.

"Tulip Time" (right) interprets tulips in

shades of violet and heather against a white field. With 25 pieces decorated, a 45-piece service for eight retails at \$39.95. All of the cups in the new line resist coffee stains.

Lenox Plastics, Inc., 4417 Oleatha Ave., St. Louis 16, Missouri.



### New Coffeemaker Line

Tricolor Manufacturing Co., is showing its new Continental line of party-sized coffeemakers. All the models in the new line have been designed to harmonize with any home decor and are immediately available in a wide range of finishes. These new coffeemakers have a capacity of from nine to 36 cups.

Tricolor Manufacturing Co., Burns Avenue, Bellmore, N.Y.



### Low Cost Can Opener

Designed to open cans of all shapes and sizes—including dented ones—the new Vogue can opener retails for about \$9.98. It's capable of standing on its own legs or it can be mounted on walls or cabinets. The cutting wheel is guaranteed for 10 years and the white case is made of heavy gauge steel. Vogue Electronics & Appliance Corp., 464 Liberty Ave., Brooklyn, N.Y.



### Electric Ice Cream Freezer

The Snow Queen electric ice cream freezer (SQW4) pictured above is made of white cedar and has chrome hoops. It's available in either 4-quart or 6-quart sizes and carries a suggested retail price of \$35.95.

Another model—the SGP4—is made of high density polyethylene. It retails at \$32.95.

Richmond Cedar Works Mfg. Corp., P.O. Box 2407, Richmond, Va.



### Plastic Wastebasket

The plastic 36-quart Ronaware wastebasket pictured above (model 377) features a three dimensional basket weave design. It has a suggested retail price of \$2.79.

Also in the Ronaware line are a 14-quart basket with diamond design (model 321) at \$1.39 and a 21-quart basket (model 351) at \$1.79.

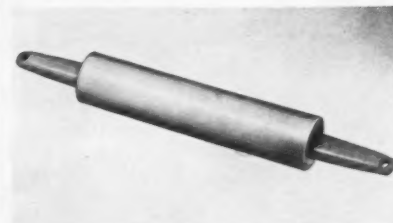
Rona Plastic Corporation, 1525 Blondell Ave., New York 61, N.Y.



### Chip 'N Dip Combo

The new chip 'n dip combination consists of a 14-inch black walnut tray and a 5-inch silver plated dip bowl. Available immediately, the combinations are individually boxed and carry a suggested retail price of \$12.95.

Tri-M, Inc., 230 Fifth Avenue, New York 1, N.Y.



### Lightweight Rolling Pin

Featherweight is how Foley Mfg. describes its new 5-ounce (model No. 174) rolling pin. It's made of polyethylene which simplifies use and cleaning; the opaque roller resists sticking dough. Handles are available in sandalwood, yellow, turquoise. Suggested retail price is \$.98.

Foley Mfg. Co., Minneapolis, Minn.



### Ekco's Non-Stick

Ekco has two new Teflon-coated frypans in its line. A 10-inch model has a suggested retail price of \$6.49 and a smaller 8-inch pan sells for \$5.49. The pans are made of heavy aluminum and both are equipped with a wooden spatula.

Ekco Products Co., 1949 N. Cicero Ave., Chicago 39, Ill.

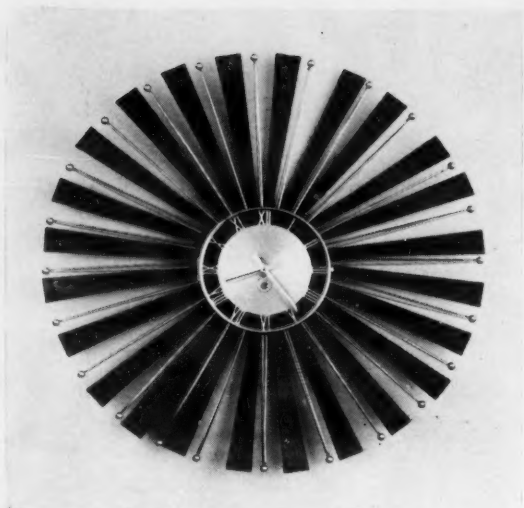


### New Buffet Tray

One side of the Hot 'N Cold buffet tray (model 2000K) pictured above keeps hors d'oeuvres or snacks hot while the other side holds cold snacks. A set of gold decorated sauce bowls divide the two halves of the 10-inch by 27-inch tray. \$19.95.

Karoff Originals Ltd., 222 Park Avenue, New York 3, N.Y.

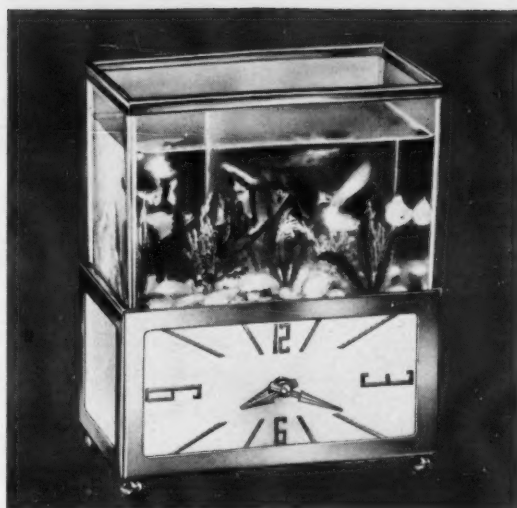




### An Eight Day Clock

This 27-inch wall clock is finished in walnut and brass; its suggested price is \$39.95.

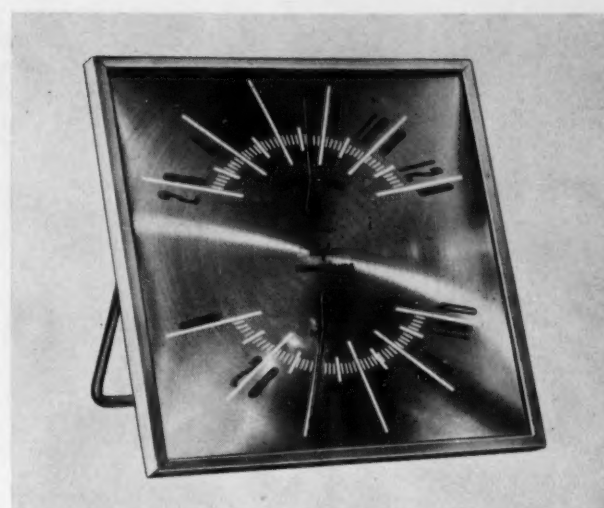
Broadway Ornamental Products, 1000 Clinton St., Hoboken, N.J.



### A Clock-Aquarium

And it's illuminated. The suggested retail price for the new fishbowl clock (Spartus Model 765) is \$16.95 (without the fish).

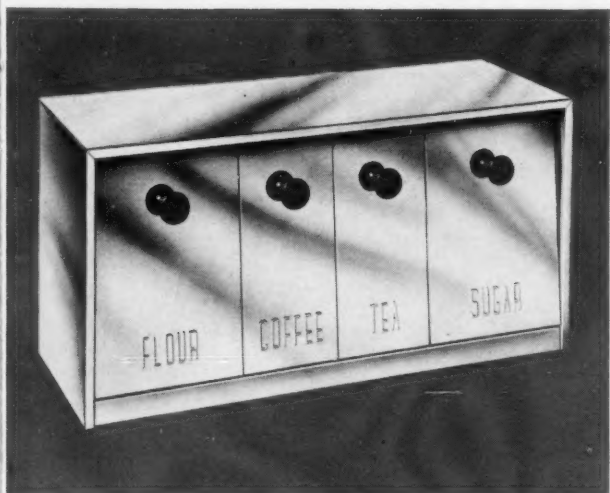
Spartus Corp., 2110 Walnut St., Chicago, Ill.



### Measures Temperature And Humidity

On either a wall or a desk, the Ashton Humi-glide accurately measures temperature and humidity. Suggested retail price: \$2.95.

Taylor Instrument Co., Rochester, N. Y.



### New Canister Cabinet

"Pantry-Mates" is what Speco Products calls its new bin-type (model 902) canister cabinets. The model pictured above is available immediately and has a suggested retail price of \$6.88.

Also new in the Speco line is its model 908 bread cabinet. The suggested retail price for the unit is \$8.88 for the cabinet that boasts a large capacity shelf for cookies and pies and a magnetic latch and cutting board.

Speco Products, 1702 N. Milwaukee Ave., Chicago 47, Ill.



### Sunbeam's New Immersible Frypan

The new frypan is completely immersible and features a built-in heat control, a six-position tilt cover (see photo above), and a cloverleaf shaped Heating element. A "tilt leg" for dry frying tilts the frypan to automatically drain excess fat.

Models FPM-5C, FPL-5C, and FPS-5C carry suggested retail prices of \$24.95, \$28.95, and \$32.95 respectively.

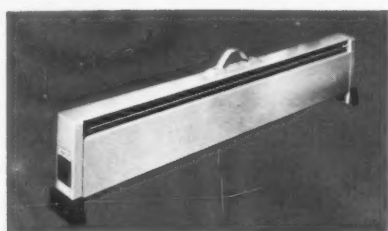
Sunbeam Corporation, 5600 Roosevelt Road, Chicago, Ill.



### A New Sizzl-N-Serv

That's what Gala Appliance Manufacturing calls its new portable electric grill. It features a wooden base that will double as a cutting board; a cast aluminum tray with a deep well to receive the juices; a portable grill; and an all steel dome with a chrome finish. The grill is available now and carries a suggested retail price of \$12.95. According to the maker, food can be eaten right from the platter.

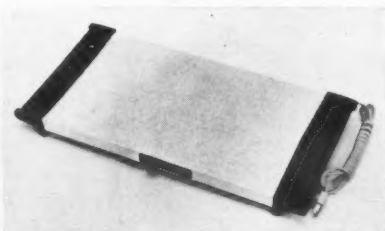
Gala Appliance Mfg., Inc., 2738 W. 36th St., Brooklyn 24, N.Y.



### Portable Baseboard Heater

Two new portable hot-water baseboard heaters (models EP300 and EP500) are being shown by International. The heaters are finished in beige and carry the UL seal and both are permanently sealed with anti-freeze solutions.

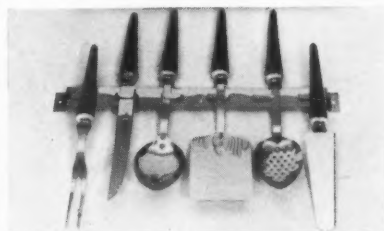
International Oil Burner Co., 3800 Park Ave., St. Louis 10, Mo.



### New Food Warmers

A new line of low priced food warmers is being featured at the Cornwall booth. The trays are finished in a combination of acrylic and epoxy resin finish in white with gold flakes. Prices range from \$10.95 to \$19.95.

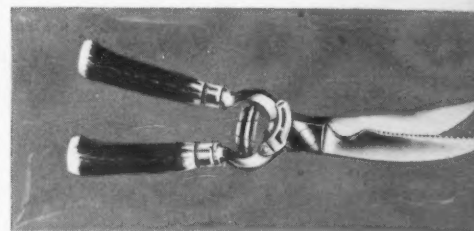
Cornwall Corp., 48 Wareham St., Boston 18, Mass.



### Kitchen Tool Set

All seven pieces in the new Lifetime kitchen tool set (above) are made of stainless steel. The set includes a hang up rack, a pastry cutter and server, a basting spoon, a turner, a measuring 'n mixing spoon, and a carving set. \$6.95.

Lifetime Cutlery Corp., 54 Knickerbocker Ave., Brooklyn 37, N. Y.



### Poultry Shear

Lifetime Cutlery Corp. is also showing a new poultry shear at its booth. Model E-12C (shown above) features stag-type bone handles. The blades are made of hot forged Italian stainless steel. The suggested retail price is \$5.95.

Lifetime Cutlery Corp., 45 Knickerbocker Ave., Brooklyn 37, N.Y.

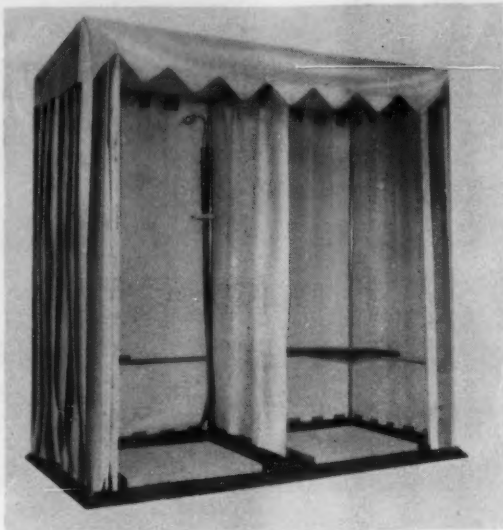




### Cover Your Cans

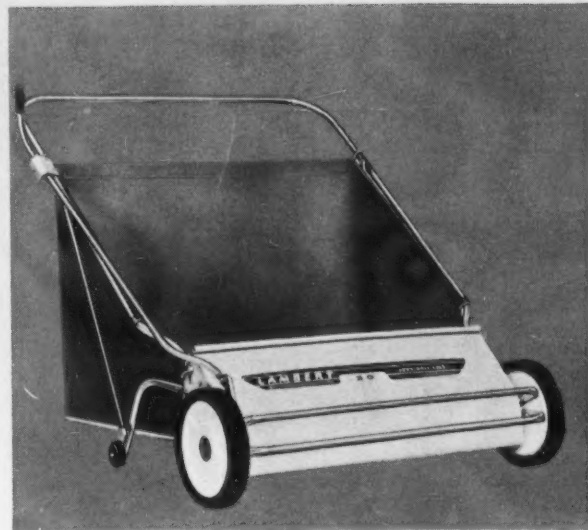
Made of 22/24 gauge, cold rolled prime steel, this storage shed, model 100, has full piano-hinged cover, space for two cans and 'V' fold construction for easy assembly. Shipping weight of the 36x24x48-inch, olive green shed is 78 pounds. A zinc chromide undercoat prevents rusting. Suggested price: \$32.95.

M. Block & Sons, Inc., 25018 Calumet Ave., Chicago.



### Shower, Dressing Room Combo

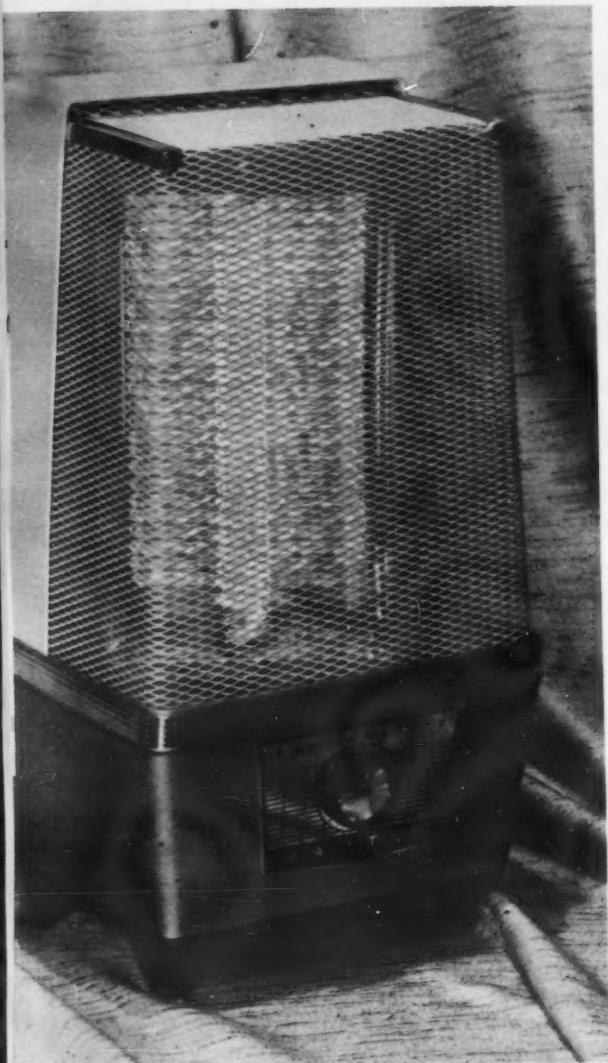
Capri aluminum-framed, laminated vinyl shower and dressing room measures 6x3x6½ feet. Both sections come with redwood seats. Other features are: chrome showerhead, soap dish, towel rod, clothes bar with plastic garment and shoe bags, floor pads, and drape front with inside zipper lock. Price: \$99.95. Forest Specialties, 13000 Athens Ave., Cleveland 7.



### 14 New Lawnsweepers

One of 14 new lawn sweepers introduced by Lambert. The new models offer increased hamper capacity over older models and new color combinations. Lower priced sweepers are equipped with a new trigger height adjuster. The sweeper shown above features the height selector. Suggested list prices range from \$23.95 to \$169.95.

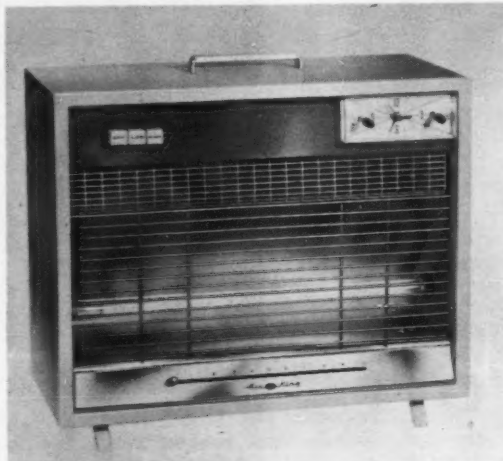
Lambert Inc., 519 Hunter Ave., Dayton 4, O.



### Revolving Heater

The Osci-lectric portable heater in two models, PHOB-16 (1650 watts) and PHOB-13 (1320 watts) has an oscillating reflector that distributes heat over an arc of 180 degrees. Finished in beige, the heater measures 18x8x7 inches. Suggested price is \$39.95.

Martin Stamping & Stove Co., Huntsville, Ala.



### Time For Heat

A new four-model line of heaters, in attache case style, has automatic thermostat, tip-over switch and grey finish. Prices range from \$14.95 to \$39.95. The top model, Ht-7 (1650/950 watts, 5600/4100 Btus) has a built-in clock and timer.

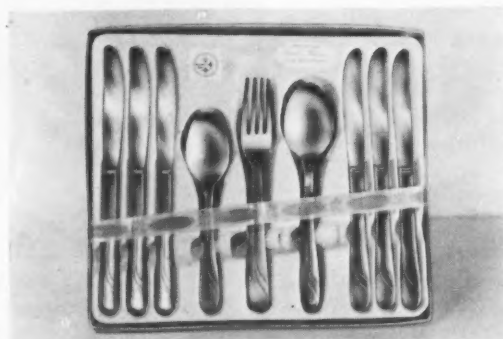
Berns Air King Corp., 3050 North Rockwell St., Chicago 18.



### Push-Button Heater

This push-button Heetaire is available in two models, 340T (1320/650 watts) and 341T (1650/815 watts). The unit, finished in brown and beige, measures 17x19x11½ inches. Suggested price: \$39.95.

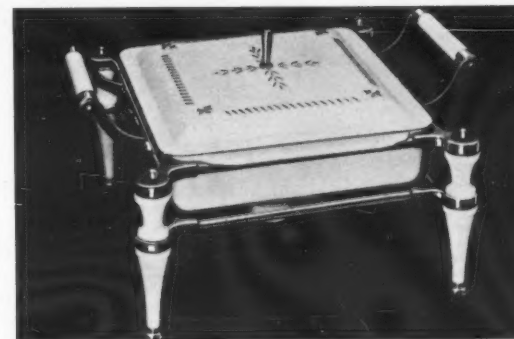
Markel Electric Products, Inc., 145 Seneca St., Buffalo 3, N.Y.



### Flatware Set In T-Tray

The company is introducing a 24-piece stainless steel flatware set, service for six, called "Finesse." Suggested retail price: \$7.95.

Washington Forge, Inc., Englishtown, N.J.



### Two-Quart Casserole

The white two-quart casserole (above) features a candle warmer enclosed in a metal holder. It has a suggested list price of \$10.

Guild Products, Inc., 230 Fifth Ave., N.Y.C.



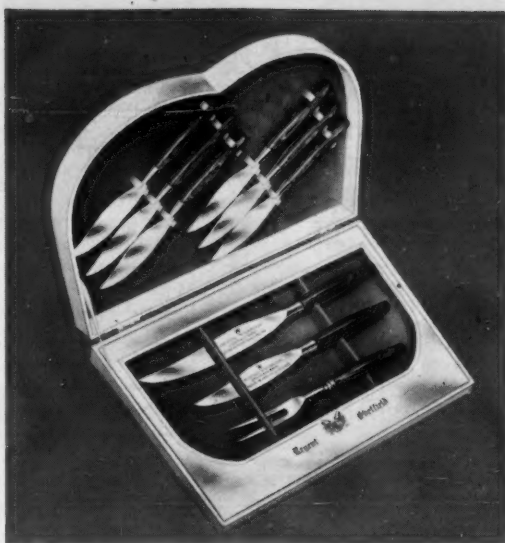


### New Melamine Patterns

"Fruit Rhapsody" is the name of the new melamine pattern shown above. It's a reproduction of fruit in California colors of cherry pink, apple, and grape against a turquoise background. The dinnerware is completely oven-proof.

A 45-piece set carries a suggested retail price of \$39.95.

Stetson Chemicals, Inc., Stetson Park, Lincoln, Illinois.



### Cutlery Set

The new Danish mode cutlery set (model D9) pictured above features hand-ground micro serrated edges that are guaranteed to be forever sharp; indestructible stratawood handles; and a permanent hinged storage chest. The nine-piece combination set will carry a suggested retail price of \$19.95.

Regent-Sheffield, 3545 Webster Avenue, New York 67, N.Y.

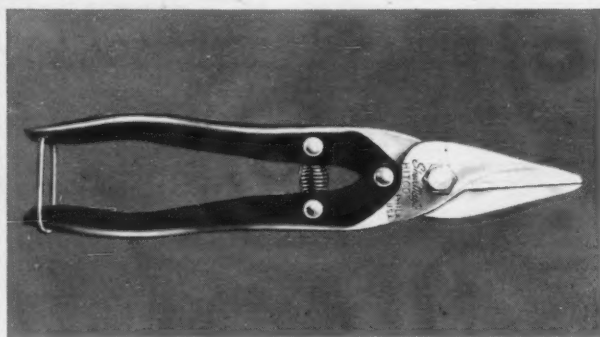


### Featherweight Sweeper Vac

Shetland's new featherweight vac features one hand operation; a special swivel head with full suction power for hard-to-get-at-places; and a king-sized disposable paper bag.

Model 801 (shown above) will be available in cocoa and tan and will carry a suggested retail price of \$29.98.

The Shetland Co., Inc., Shetland Industrial Park, Salem, Mass.



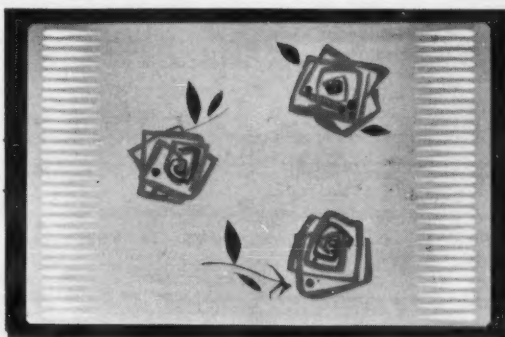
### Promotional Clippers

"A cutting tool that cuts everything in the home from paper to metal," is how the manufacturer describes the clippers shown above.

The blades are made of fully tempered tool steel for heavy service and are chrome plated.

The clippers are a promotional product designed to be sold at \$1.95.

Hardware and Industrial Tool Co., Philadelphia 21, Pennsylvania.

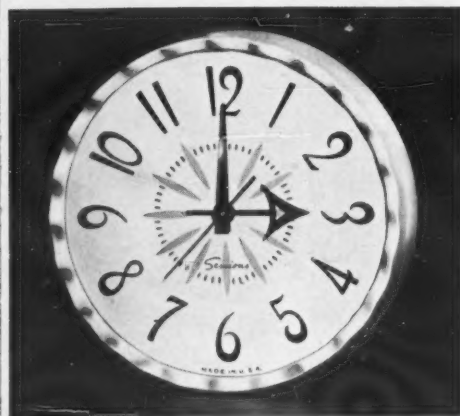


### Plastic Place Mats

A stylized rose design on an embossed linen-like plastic surface is one of the selling features of the place mat shown above. Another plus feature is the cushion of non-skid foam on the bottom of each mat.

Designed to retail at \$1 each, the mats are available in white, sage, green, yellow, pink and natural.

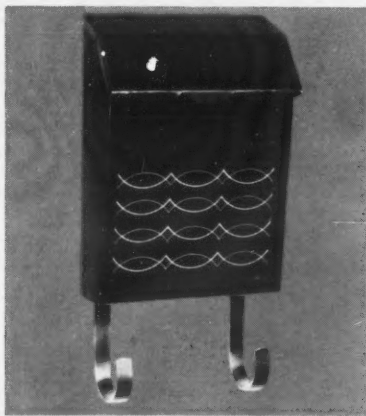
The Ullman Co., Inc., Brooklyn, N.Y.



### New Clock

A gold petal design is featured in the above clock that's designed to retail at \$6.98.

Sessions Clocks, Forestville, Conn.



### New Mailbox Line

The 500 series (above) features new geometric designs. Suggested retail price is \$3.98.

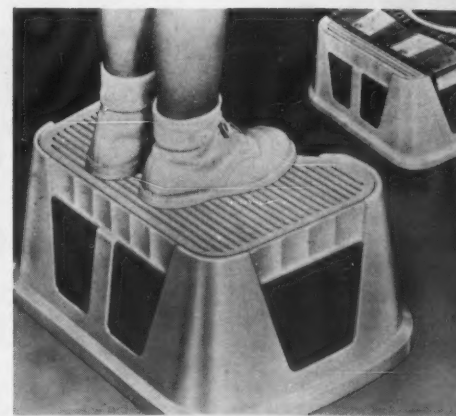
Patent Novelty Co., Fulton, Ill.



### Can Openers

The automatic electric can opener shown above is designed to be sold for "under \$10."

Troy Industries, Tuckahoe, N.Y.

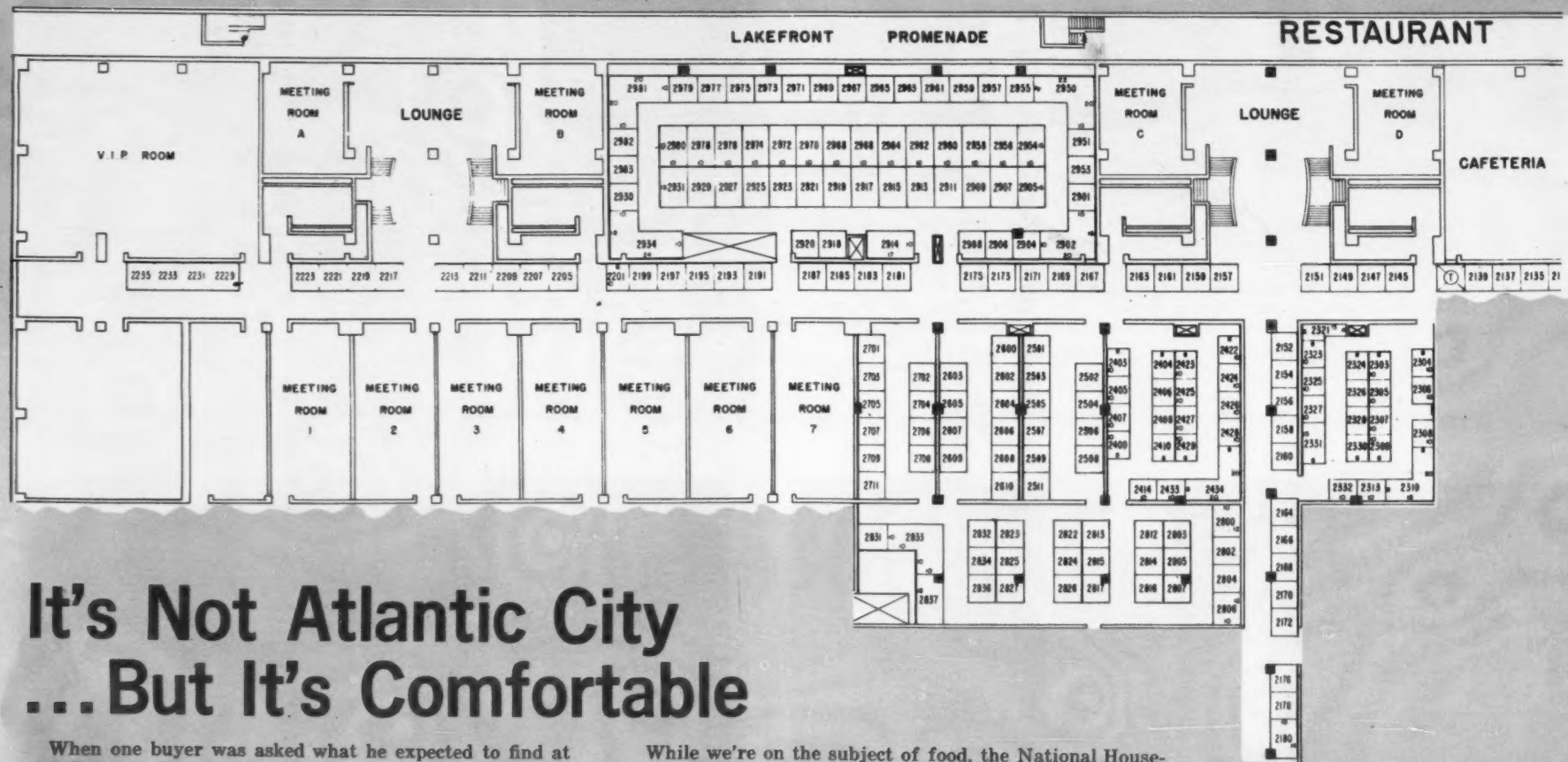
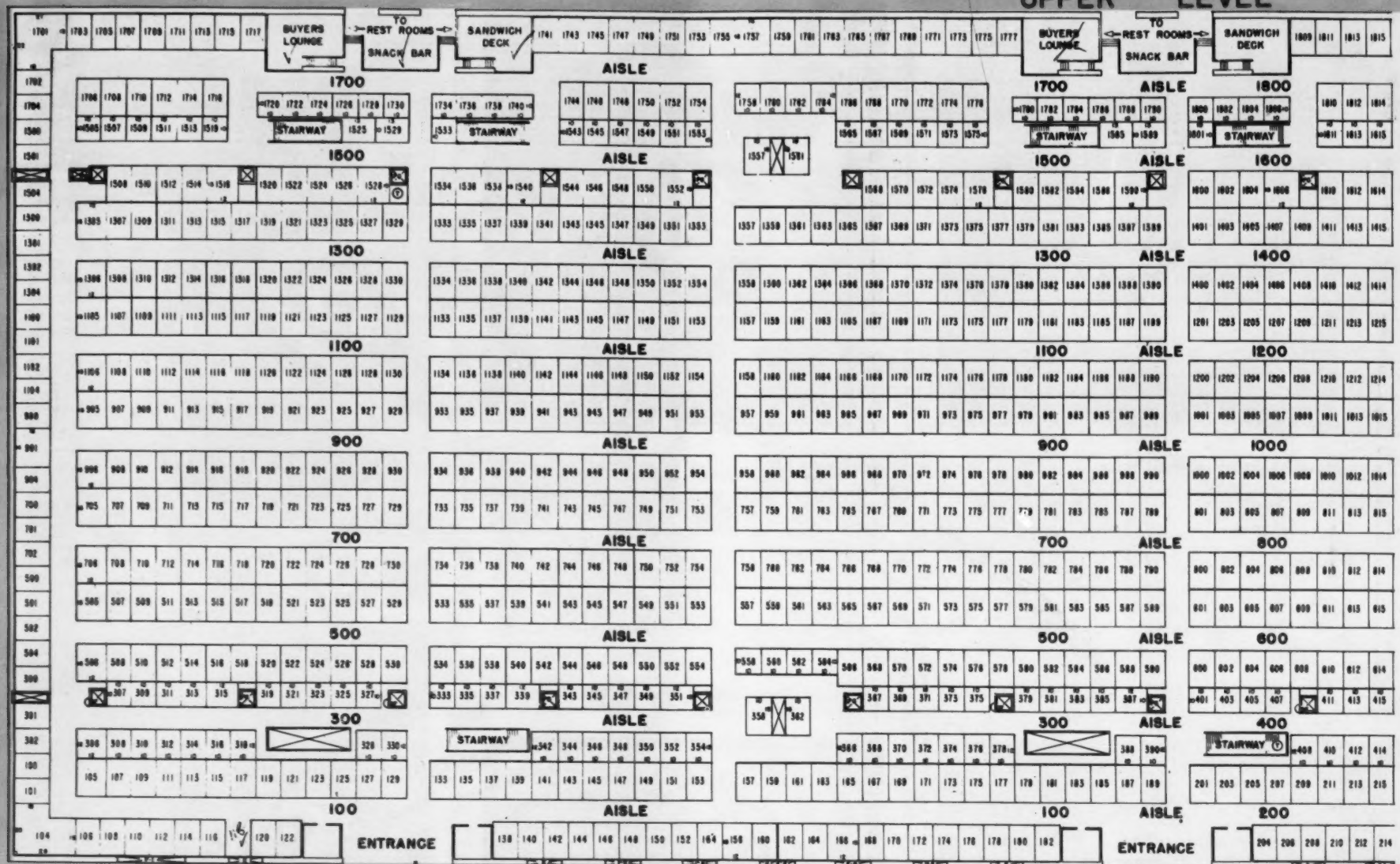


### Step Stool

The plastic Redi-Step (above) is now available to be sold at \$2.00.

Westland Plastics, Inc., Newbury Park, California.





## It's Not Atlantic City ... But It's Comfortable

When one buyer was asked what he expected to find at the Summer Housewares Show, he answered: "My way around."

If you're one of last January's 33,000 buyers, who blazed the first trail through the brand-new, air-conditioned, not-quite-finished, 320,000 square-foot McCormick Place, then you're pretty familiar with the trail.

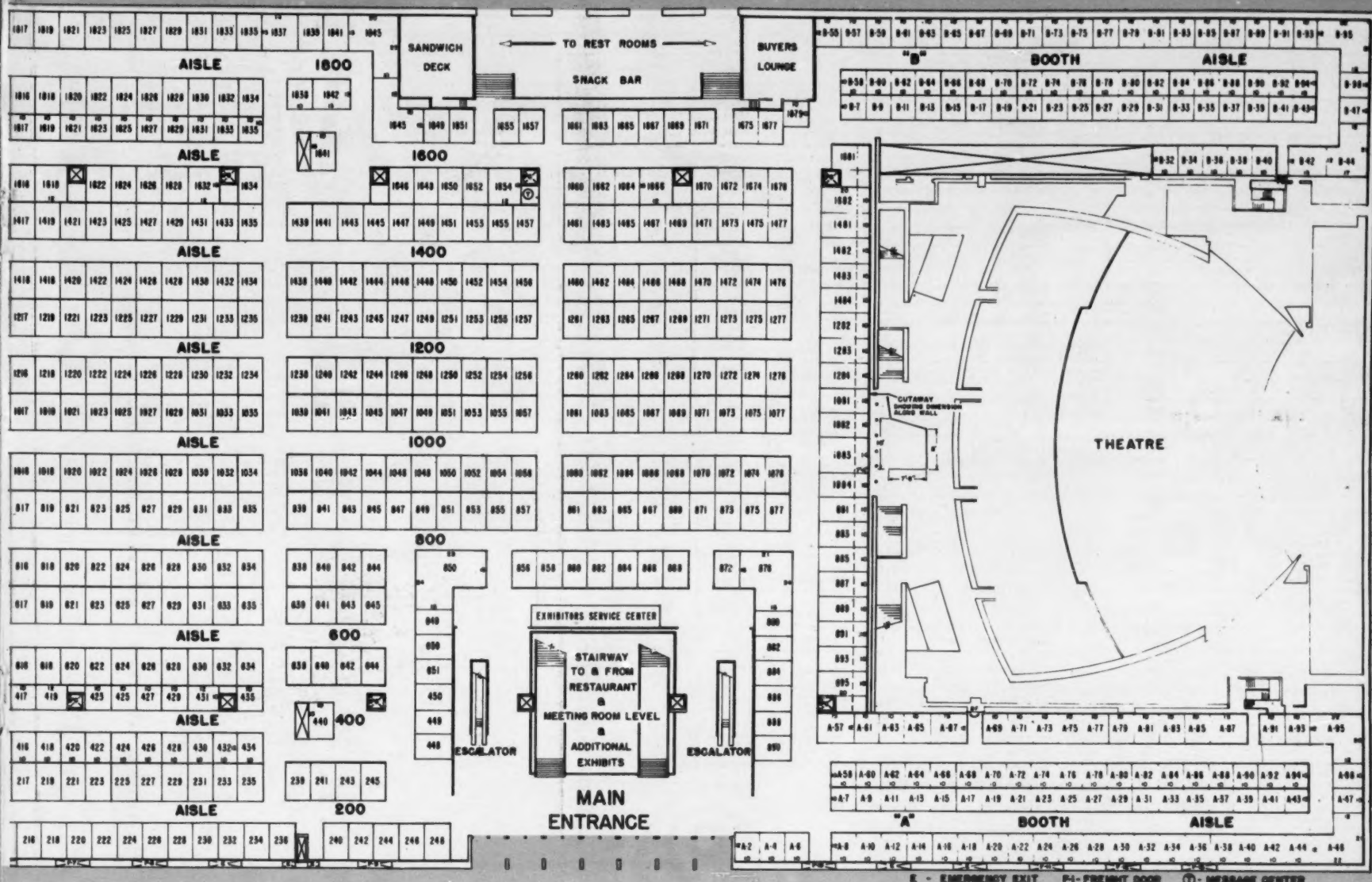
But even for the veterans there'll be a few changes. For one, a couple of booths have been shifted around or eliminated. Another change, two areas that last January were devoted to exhibitor booths have now been claimed for a buyer's lounge and a sandwich deck.

While we're on the subject of food, the National Housewares Manufacturers Assn. has promised that the food tie-up, which angered so many buyers in January, will not be repeated. Restaurants in McCormick Place are prepared to serve comfortably and efficiently 1,800 housewares men an hour.

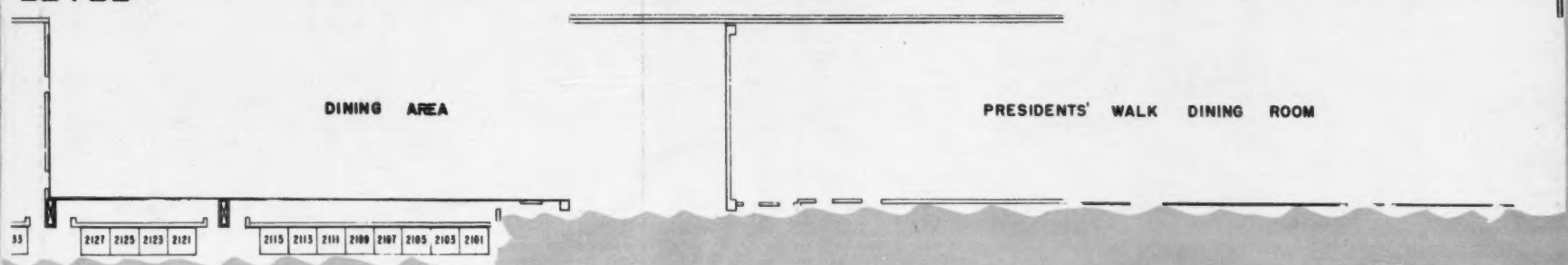
As a further concession to buyers' comforts, the NHMA will continue its bus service between hotels and McCormick Place.

As a matter of fact, the only thing the housewares group hasn't provided is a boardwalk. But who knows, anything can happen?





# LEVEL



EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
Ace Industries, Inc.	2125	Automatic Wire Goods Mfg.	1168	Bearley Co.	1238	Chatham Glass Co.	1634	Davies Mfg. Co.	2976
Ace Mfg. Co. Inc.	540			Briddell, Inc., Chas. D.	1357	Chattanooga Royal Co.	1832	Davies Molding Co., Harry	1215
Airco Mfg. Co.	2979			Brillium Metals Corp.	1738	Chenco, Inc.	841	Davis Corp., G. W.	2980
Akay Corp., Div. Houser	2235			Brittain Sales Corp., Div.	2814	Cherrin Products Co.	2827	Davis Mfg. Co.	1014
Akra-Mills, Inc.	839	B W Molded Plastics	1346	Broadway Ornamental Products	869	Chicago Metallic Mfg. Co.	613	Dayless Mfg. Co.	1720
Aladdin Industries, Inc.	1133	Bailey Mfg. Corp.	1773	Bromwell Wire Goods Co.	1363	Chop-Rite Mfg. Co.	2123	Dazey Corp., Div.	
Alladin Plastics, Inc.	1584	Bailey & Sons, Inc., S. J.	649	Brooklyn Fibre Broom Co. Inc.	2909	Cincinnati Galvanizing Co.	816	of Landers, Frary & Clark	1017
Allentown Clothes Dryer Co.	A84	Balanced Foods, Inc.	345	Brookpark, Inc.	900	Circle Research Laboratories	820	Debris Products Corp.	2837
Allied Aluminum Products, Inc.	2169	Bar & Barbeque Products	2978	Brown, Inc., John Clark	1470	Cole Electric Mfg. Co.	1045	Dee Mfg. Corp.	1312
Allied Basket Co.	1576	Barter Metal Products, Inc.	2914	Bruce Co., E. L.	1162	Cole Plastics, Inc.	833	Deka Plastics, Inc.	833
All-Luminum Products, Inc.	1809	Bartlett-Collins Co.	A34	Brush Pottery Co.	2970	Clea Corp., Affiliate		Delsam Co.	A16
All Power Plastics	A76	Baskerville, Inc.	A73	Bryant Electric Co.	A57	Memphis Converting Co.	2960	Deluxe Aluminum Ladders	893
Allstate Paper Products, Inc.	2304	Beacon Enterprises, Inc.	330	Burgess Vibrocrafters, Inc.	A57	Cling-Surface Co.	2045	Denning, Ltd., Charles	370
Aluminum Housewares Co., Inc.	1148	Beacon Plastics Corp.	943	Burlington Basket Co.	1040	Club Aluminum Products Co.	625	Dennis Mitchell Industries	1345
Aluminum Specialty Co.	1429	Beard Mfg. Co.	2013	Bush Pottery Co.	1910	Cole Electric Mfg. Co.	862	Department Store Economist	145
American Cushion Co.		Beaut-ease Products, Inc.	2955	Bush Brothers Products Corp.	2042	Color Craft Co.	A2	Dependable Electric Mfg. Co.	2709
Regal Fireplace Div.	2833	Bee Plastics, Inc.	2414	Buxbaum Co.	959	Columbian Enameling & Stamping Co., Inc.	1187	Darmer, Ltd.	2019
American Family Scale Co.	122	Bell Electric Co.	2306			Columbus Coated Fabrics	868	Descoware Corp.	A65
American Ladder Corp.	2313	Belvedere Space Saving Products, Inc.	815			Columbus Plastic Products	1358	Deshler Broom Factory, Inc.	842
American Plastic Products Co.	A69	Benhar Products Co.	A24			Comark Plastics Div.		Designs For Casual Living	1505
American Sponge & Chamois	905	Benjamin & Medwin, Inc.	1243			Cohn-Hall-Marx Co.	1107	Defecto Scales, Inc.	1006
American Tack Co., Inc.	216	Benner Glass Co.	2701			Comfort Lines, Inc.	533	Devcon Corp.	A37
American "Pres-Stix" Tape Co.	2233	Bennett-Ireland, Inc.	1239			Como Plastics, Inc.	349	Dale Valve Co.	2501
American Thermos Products Co.	1113	Bergen Woodcraft Co. Inc.	2832			Continental Can Co.	1071	Dominion Electric Corp.	784
Ames Co., O.	300	Bernard Edward Co.	A46			Decoware Div.		Doranne of California	379
Anchor Hocking Glass Corp.	908	Berns Air King Corp.	534			Continental Can Co.	562	Dormetco, Inc.	2213
Anton Products Corp.	2404	Berns Co., Inc., Otto	2962			Continental Chemiste Corp.	A19	Dormeyer Corp.	557
Apex Enterprises Mfg. Corp.	385	Bertold Mfg. Div.	861			Continental Products, Inc.	2193	Douglas & Co. Inc., David	1728
Aristo-Mat Co., Div. Phoenix		Better Houseware Co.	1340			Continental Scale Corp.	233	Dover Maid Industries, Inc.	710
Table Mat Co.	876	Big Boy Mfg. Co.	1140			Cooper Thermometer Co.	740	Drazon Corp., N. E.	1337
Arlington Mfg. Co. Inc.	1180	Birmingham Stove & Range Co.	435			Copper Brils, Inc.	1540	Dremel Mfg. Co.	2964
Arnel-Plastron, Inc.	854	Bissell, Inc.	1646			Copper Clad Products, Inc.	A6	Drezo Mfg. Corp.	2187
Arrow Housewares Products	2170	Blisscraft of Hollywood	1123			Cordomatic Corp.	A85	Druid Hill Park Seed Corp.	358
Arrow Metal Products Corp.	2800	Block, J. & I.	807			Corduan Mfg. Co.	372	Du-All Mfg. Co.	957
Artcraft Wire Works	1580	Block & Sons, Inc., M.	1061			Corning Glass Works	881	Duchin Creations, Maurice	2817
Artistic Wire Products Co. Inc.	539	Bloomfield Industries, Inc.	1820			Cornwall Corp.	1525	Du-Fold Mfg. Co.	1617
Artsam Co., Inc.	161	Bloomfield Molding Co.	2686			Cory Corp.	1439	Dupli-Color Products Co. Inc.	1802
Arvin Industries, Inc.	1757	Blossom Mfg. Co. Inc.	1048			Coughlan Co., G. N.	1404	Duracraft Corp.	2812
Arway Mfg. Corp.	881	Boker & Co. Inc., H.	614			Crown Sanitary Products, Inc.	A9	Duralast Products Corp.	2977
Artwire Creations, Inc.	1222	Bogens, Inc.	2167			Crown Rubber Co.	1722	Duralite Co. Inc.	885
Ashby Products Corp.	1625	Boland Mfg. Co.	2330					Durham Mfg. Corp.	885
Associated Mills, Inc.	2175	Bonley Products Co. Inc.	123					Duro Housewares, Inc.	1430
Associated Plastic Div.		Bonny Products Co.	1706					Dustpak Ltd. Inc.	A35
Commercial Plastics Co.	2015	Bounton Molding Corp.	1408						
Astor Metal Products Co. Inc.	823	Borg-Erickson Corp.	830						
Atlantic Cabinet Corp.	1681	Boston Woven Hose & Rubber Co.	1824						
Atlantic Tubing & Rubber Co.	1302	Bostwick Div., B. T. Bobbitt, Inc.	543						
Auto-Flo Corp.	2711								

Continued on page 30



Eagle Affiliates, Inc.	A-21	Hertzberg & Sons, Inc.	1065	Magic Iron Cement Co. Inc.	375	Plasti-Kote, Inc.	1838	Stern Co., A. W.	
Eastern Novelty Mfg. Corp.	2831	Hewitt Bros. Mfg. Co.	2974	Magicolor Co.	240	Plastray Corp.	566	Representing:	
Easy Day Mfg. Co.	1307	Heyman Glass Co. Inc.	162	Magic Hostess Corp.	810	Plaut & Lederman (TriHome)		Peers Aluminum Foundry	1246
Eddy Mfg. Co.	2201	Hickman Mirror Furn. Co.	865	Magia Products	722	Div. Era Mfg. Co.	813	Stetson China Co.	1400
Edlen Herman Products, Inc.	A39	Hirco Mfg. Co.	2957	Magnolia Products, Inc.	A26	Plumbers Woodwork Co., All		Stix Products, Inc.	146
Edlund Co. Inc.	1641	Hirsh Mfg. Co., S. A.	921	Majestic Silver Co.	575	Plymouth Products Div.	412	Stratton & Terstegge Co. Inc.	316
Edsal Mfg. Co.	2115	Hobart Products Co. Inc.	488	Major Slicing Machine Corp.	1220	Polymer Products, Inc.	2103	Structo Mfg. Co.	847
Ehrlich, Inc., Lou	1176	Hobbs, Inc., Guy	2101	Mallory Co., Dan	2191	Poloron Products, Inc.	1438	Sunbeam Corporation	1282
Ekco Products Co.,		Hohmann Cutlery, Inc.	2834	Manning-Bowman Div.		Pomerantz, Inc., Julie	650	Sunburst Mfg. Co.	2159
Autotype Div.	226	Hollywood Metal Products	2968	McGraw-Edison Co.	1040	Poole Silver Co.	2967	Superama Mfg. Co.	2429
Ekco Products Co.,		Holman Co.	2059	Mardigan Corp., Buckeye Div.	1038	Portable Electric Tools, Inc.	1500	Superior Electric Products	1248
Flint Div.	225	Homak Mfg. Co. Inc.	222	Markel Electric Products, Inc.	524	Porter Corp., J. E.	892	Superior Plastics, Inc.	929
Electro Engineering Products	840	Home Furnishings Daily	1655	Marlun Mfg. Co. Inc.	1165	Portland Firescreen	2822	Superior Rubber Products Co.	A91
Ellenville Wood Novelty Co.	2958	Hostess Industries, Inc.		Marshallan Mfg. Co.	970	Postley, Inc., John E.	649	Supreme Cutlery Corp.	2009
Elm Jay Metal Products Co.	1172	Div. of Worldbest Industries	1213	Marsh Industries	1513	Precision Products, Inc.	891	Supreme Products, Div.	
Elpo Industries, Inc.	152	Household Mfg. Co.	1313	Marsh Mfg. Inc.	2186	Presting Supply Co., Inc.	820	A.S.R. Prod. Co.	141
Embassy Giftwares	381	Housewares Review	449	Martens Mfg. Inc.		Presting Hardware Corp.	2117	Swing-A-Way Mfg. Co.	1064
Empire Brushes, Inc.	2308	Hull Cutlery Corp., John	638	Martiniell Rogers Plastic	1147	Prest-Wheel, Inc.	2917	Swingline, Inc.	2969
Empire Mfg. Co.	2308	Hull Pottery Co.	2207	Martin Rubber Co. Inc.	1146	Pretty Products, Inc.	127	Sylvan Ceramics	835
Engelhard Hanovia, Inc.	376	Hunter Div. Robbins &		Martin Stamping & Stave Co.	2209	Prizer-Ware, Textile Machine		Synthetic Fabrics, Inc.	A81
English Bellows Mfg. Co.	2107	Myers, Inc.	933	Martin Corp., Mart N.	2707	Works	333		
Enox Corporation	1551	Hunter Metal Industries, Inc.	1629	Marvel Lamp Co.	2211	Proctor Paint & Varnish Co.	2913	Taylor Instrument Cos.	821
Enterprise Aluminum Co.	1000	Hutzel Mfg. Co.	1212	Marvel Metal Products Co.	876	Proctor-Silex Corp.	168	Taylor, Smith & Taylor Co.	2158
Erecta Shelf Div.		Hy-Plane Mfg. Co.	1316	Marvel Sales Co. Inc.	2708	Production Enterprises, Inc.	2425	Technical Tape Corp.	2180
Metropolitan Wire Goods	415			Marvin Mfg. Co., W. B.	422	Prograssus Co.	1208	Texas Feathers, Inc.	A13
Erie Mop & Wringer Co.	A66			Master Corp.	342	Puritan Corp.	511	Textile Mills Co.	1432
Eska Co. Inc.	1708			Master Craft Unfinished		Puritan Fireplace Furnishings	1380	Thatcher Glass Mfg. Co. Inc.	1200
Esmond Industries, Inc.	1628			Furniture		Puriton Corp.	323	Thayer, Inc.	2507
Esquire Chemical Co., Div.				Mastercrafters Clock & Radio	1183			Thermometer Corp. of America	423
Frank J. Curran Co.	872			Master Mfg. Co.	1589			Therm-O-Ware Elec. Corp.	2862
Essex Products Div.				Master Metal Products, Inc.	1055			Thermwell Products Co. Inc.	151
Welco Industries	2905			Master Specialty Products	2426			Thomas Co. Inc.	546
Basick Mfg. Co.	A88			Master Mfg. Co.	1426			Thompson Corp., George S.	219
Eureka Williams Co., Div.				Mayer Co. Inc., William F.	964			Thurnauer Co. Inc., G. M.	1253
Natl' Union Electric Corp.	861			Mayfair Seats	A92			Tiki Torch Co.	884
Eveready	945			Maynard Mfg. Co.	388			Tip Top Brush Co. Inc.	907
Ever Ready Appliance Mfg.	2966			Maywood Furniture Co.	2965			Titan Mfg. Co. Inc.	1534
Excella, Ltd., Div.				Meakins McKinnon, Inc.	1784			Toastmaster Div., McGraw-	
Chas. Schwartz & Co.	2229			Mechanical Mirror Works, Inc.	517			Edison Co.	1261
Expello Div., Odor-Aire, Inc.	1764			Melard Mfg. Corp.	906			Tobias Paint Mfg. Co.	2433
				Melcor, Inc.	1660			Tolado Guild Products, Inc.	1610
				Mell-Hoffmann Mfg. Co. Inc.	727			Tolar Products, Inc.	2816
				Merit Creations, Inc.	928			Tomar Products, Inc.	175
				Merit Enterprises, Inc.	916			Transparent Specialties Corp.	2802
				Merrymaid Plastics Corp.	1271			Tranco Plastics Co. Inc.	1533
				Metallaire Products Div.	847			Treasure Craft	887
				McGraw-Edison Co.	547			Treasure Isle Products Corp.	2325
				Metacraft Mfg. Corp.	2503			Treux Co.	952
				Metal Ware Corp.	444			Trico Mfg. Co., Lawn &	
				Metec Enterprises, Inc.	2511			Garden Div.	1610
				Metro Molding Co.	1141			Trio Mills Mfg. Corp.	501
				Metro Metropolitan Vacuum Cleaner	1044			Tri-M, Inc.	527
				Meyer of California, Fred	1373			Tri-State Plastics Molding Co.	2056
				Meyer & Sons, Inc., W. F.	1304			Troy Industries, Inc.	2907
				Milbern Creations, Inc.	2813			Tucker Products Corp.	824
				Miller Studio, Inc.	2428			Turner & Seymour Mfg. Co.	869
				Minifone Electronics, Inc.	829				
				Miracle Metal Mfg. Corp.	889				
				Mirco Aluminum Co.	1228				
				Mission Home Products, Inc.	2954				
				Modern Spacemaster	2803				
				Products, Inc.	104				
				Modglin Co. Inc.	A18				
				Moeller Mfg. Co. Inc.	2602				
				Monarch Cabinet Corp.	1568				
				Monarch Plastics Co. Inc.	1724				
				Monochrom Corp.	A72				
				Moriarty Mfg. Co.	924				
				Mouli Mfg. Corp.					
				Mr. Bartender Products, Inc.	A80				
				Munsey Products, Inc.	1565				
				Mystik Adhesive Products, Inc.	1424				
					894				
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					119				
					714				



what's  
new  
from  
General  
Electric



## 4 new appliances for your new selling season!

**1. All-New Electric Kettle—in the magic \$10.00 bracket!** Heats hot water as fast as you can use it. Great for hot beverages, instant soups, desserts, sauces and other foods. It makes a handy vaporizer, too, that shuts off automatically when water boils away. Gleaming chrome finish, over 2-quart capacity. It's designed for any family's use—and budget! Model K-43, \$10.95†

**2. New King-Sized Skillet at a really low price!** A big 12 inches—it cooks for a crowd! Automatic—it bakes, fries, stews. The control is removable for easy cleaning! Removable cover, too! It's the new, low-priced General Electric Automatic Skillet. Better order quick—you don't want to be caught without this one! Model C-124, \$21.95†

**3. New DeLuxe Toast-R-Oven\***—toasts anything, bakes like an oven, too! See? It loads from the *front*. Door opens and toasting tray slides out automatically. New "sensing" device toasts all breads, moist or dry, perfectly. Top-browns English muffins. And it *bakes*—cookies, frozen desserts, rolls, even potatoes and meat loaf! Watch this one—it's going places! Model T-93, \$34.95†

**4. First Really New Blender in 23 years!** New, low silhouette, only 10½ inches high, stores easily *as a unit*. It blends, chops, grates, mixes, shreds. Break-resistant decanter jar has a two-piece funnel lid that lets you add ingredients as you blend. Surgical steel cutter, two speeds. Model BL-1, \$39.95† General Electric Co., Portable Appliance Dept., Bridgeport 2, Conn.

\*Trade Mark General Electric Co. †Manufacturer's recommended retail price.

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC

## AN EM WEEK EXCLUSIVE:

## Specifications For Floor Washer-Scrubbers (hard surface, wet pick-up)

Model Nos.	No. Water Tanks	Capacity each tank	Dirty Water Disposal	Additional Air Stream Dryer	Type Nozzle	Unit weight (lbs.) Empty      Full		Scrubber Only or Vacuum Cleaner attachment	No. of Casters	Finish	Suggested Retail Price
<b>BISSELLECTRIC</b> - Bissell, Inc., Grand Rapids, Mich.											
No. 2010	2	44 oz.	vac suction into separate tank	none	nozzle w/ scrub brush	8	10 3/4	scrubber only (1)	none	aqua & white chrome trim	
(1) also in combo with vacuum cleaner as Model No. 2020											
<b>GENERAL ELECTRIC</b> - General Electric Co., Bridgeport, Conn.											
SC-1	2	1 1/2 qts. each	vac suction	yes	Nylon brush 12" wide	7	10	attachment for G-E canister cleaners	none (1)	high impact plastic	\$29.95
SC-2	2	48 oz. each	vac suction	none	same	10 1/2	13 1/2	scrubber only	none (1)	Plastic w/ Chrometrim	\$39.95
(1) has stand which also serves as carrying handle.											
<b>HOOVER</b> - The Hoover Co., No. Canton, Ohio											
No. 3500	2	53 oz. each	vac suction	yes, exhaust	nozzle w/double row Nylon bristles	11 1/2	14 1/2	scrubber only	2 wheels	enamel & plastic	
<b>REGINA ELECTRIMOP</b> - The Regina Corp., Rahway, N. J.											
EM-1	2	1 qt. each	vac suction (1)		nozzle w/scrub brush 1/2 Nylon 1/2 natural bristle	9		scrubber only		all metal aqua & white	\$42.95
(1) All metal water separating system, simple mechanical drain-off.											
<b>SHETLAND</b> - The Shetland Co., Inc., Salem, Mass.											
Floor wash Kit 641	1 water	1 qt.	vac suction		nozzle w/scrub brush	2 lbs. 5 oz.		combo w/no. 706 vac cleaner	4	blue	\$17.95

## Here's Why This New Market Is A Good Bet

Now is the time to start selling these new floor conditioning units.

They have been on the market less than two years and the public at large is just becoming aware of them. Consumers who already own them, however, are highly enthusiastic.

It is roughly estimated that less than 30,000 units have been sold to date since they were introduced in the fall of 1959. The market, then, is wide open.

And there is still a good profit margin available because discounting mass merchandisers have not yet caught up with them.

**How they work.** Floor washer-scrubbers are designed to clean non-wood hard surface flooring. Most pick up dirty water by vacuum suction and some, in addition, dry the floor with air.

They look like lightweight upright vacuum cleaners with tough scrub brush nozzles for manually working the dirt from the flooring.

Many have two tanks. One for clean water and detergent and one to catch dirty water picked up by vacuum suction.

Some units are separate appliances. Others, as you can see from EM WEEK's specification table on this page, are attachments for standard vacuum cleaners.

With these appliances homemakers can scrub, wash, pick up dirty water and (in some cases) completely dry flooring all in one operation.

**Sell labor-saving convenience.** Most disagreeable chores in the home have been lightened today by automatic equipment. Dish washing, clothes washing and drying, food mixing and blending, can opening—to mention just a few—no longer need to be done manually. And seldom are: They are done automatically and electrically.

But until these floor-washer-scrubbers came along, the most repugnant homemaking chore of all—mopping and scrubbing floors—had not been licked. Most women still have to do a great deal of stooping, kneeling, bending and lifting heavy buckets of dirty water to keep their floors clean.

A pitch built around labor-saving should work. It's worked for you before in selling many new products.

**Sell their cleanliness.** In addition to the manual effort required to clean floors, the job is obnoxious because, no matter how it's done, a woman can not do it without getting dirty.

So sell these angles: No more dirty hands; no more splashed dresses, rugs, curtains; no more ripped stockings, etc.

And remember, every customer who comes in looking for a sponge or a squeegee refill or a new mop head is a potential customer for a floor-washer scrubber.

And, as you can see from EM WEEK's specification table, prices are reasonable. It will be worth much more for a homemaker to rid herself forever of the rough and dirty job of cleaning floors the old-fashioned way.

**Sell the need in every home.** Floor scrubbing is no longer confined to a small patch of linoleum in the kitchen and a few square feet of tile in the bathroom.

New homes built in the past five to 10 years, especially the split-levels, have many more square feet of hard surface non-wood flooring on the lower level, in family and utility rooms, in bedrooms, hallways, porches, patios and rumpus rooms.

Today, hardwood floors and rugs are most often confined to the living room and the dining room alone.

All other areas have to be regularly washed and scrubbed clean—whether they are covered with linoleum, vinyls, asphalt tile, cork tile, rubber tile, etc.

And the trend is to more of these surfaces. U.S. Department of Commerce reports that from 1948 to 1959 retail sales of this type of flooring increased 183.4%.

Chances are you may be able to demonstrate washer-scrubbers right on the floor of your own store.

**How to use these specs.** In the table on this page you will find complete data for the five leading brands of floor-washer scrubbers.

Use this table to train your salesmen on the features of this new product, to compare your brand with your competitors' lines when buying and when selling.



## Special Dispensing Kit

Dispenses shampooing solution, floor-scrubbing detergent, and liquid wax. Deluxe kit includes quart container, handle trigger, plus Hoover's exclusive, self-adjusting shampoo brushes that turn detergent into foam before it reaches carpet. Kit also available without shampooing brushes.



# ALL-NEW HOOVER POLISHER

*—lets you offer these extra features at a volume price!*

This Hoover Model 5130 is designed completely new from the tiniest screw.

**No more splashing.** An entirely new power system and new splash-guard design end splatter on moldings and furniture.

**New lighter weight.** Only 9¾ pounds! Easier to use, easier to carry, easier to store. A feature women really appreciate!

**New conveniences.** Special stabilizer virtually ends vibration and "wander". Brush-changing is now quick as a wink. Magic Handle turns polisher on or off automatically.

**Helpful attachments.** Includes two sets of

brushes, a set of new waxing and cleaning pads, and felt buffing pads—extra features to help close a sale fast!

**New design.** Easier to get into small areas—under toe-space. Color-styled in two-tone Fawn with Pearl trim.

Mr. Dealer, the polisher market is booming. More than a million sold last year! And here's a polisher with the features, price, and famous brand name that'll capture more sales for you.

**Get the details—on price, profits, and promotions—**from your Hoover representative soon. The Hoover Company, North Canton, Ohio.

# HOOVER

FINE APPLIANCES... around the house, around the world.

The complete polisher line from the best-known name in floor care

**Shampoo-Polisher**—for power rug shampooing. Scrubs, waxes, polishes bare floors, too. Model 5240.

**Promotion-Priced Polisher**—waxes, polishes, scrubs floors. Handle shortens for table-top polishing. Model 5450.





# Better your BUILT-IN "EXTRAS"...

## NOW!

new and powerful reasons for selling . . . and buying . . . Westinghouse! You get a built-in extra "something," whether it's an "extra" powerful selling story for you to tell, or an ingenious "extra" premium to stimulate your customer's buying appetite. The built-in "extra" is a new concept in portable appliance retailing, designed to help you better your business throughout the year.

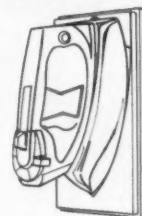


### NEW SPRAY STEAM 'N' DRY IRON

The iron that sprinkles even while dry ironing! Sprinkles on any setting—dry, steam, wash 'n' wear • Uses plain tap water—holds a full cup • Full range of steam settings—from LO to HI • Full range of wash 'n' wear settings, too • New single dial control . . . all settings are one easy-to-read dial.  
(Also in new Steam 'N' Dry Iron)

## BUILT-IN "EXTRA!"

Wall mount iron holder comes packed with each new Westinghouse Iron. Holds iron firmly on wall for quick, easy storage!



### NEW AUTOMATIC CAN OPENER

Really automatic—no levers or bars to hold down. Just slip can into place and push button; can is pierced, opened, stopped automatically. Push button again to release can. Opens any size, any shape can in seconds.

## BUILT-IN "EXTRA!"

Opens bottles, too! Sell the extra convenience of a bottle opener built right into the Westinghouse Automatic Can Opener. Complete with magnetic bottle cap holder.



### NEW AIR PURIFIER

Cleans air . . . removes odors . . . fast! Perfect way to insure a constant supply of fresh, clean air in any room. Ultraviolet "Odor-Out" lamps sweeten air, remove odors. 2 extra-large, chemically treated filters kill entrapped bacteria. Completely portable . . . weighs only 12 lbs.

## BUILT-IN "EXTRA!"

New smoke-clearing kit shows how Westinghouse cleanses the air of smoke and odors in minutes. Powerful "how-to" demonstration sets up on your counter . . . means extra sales for you. See it at the Housewares Show!

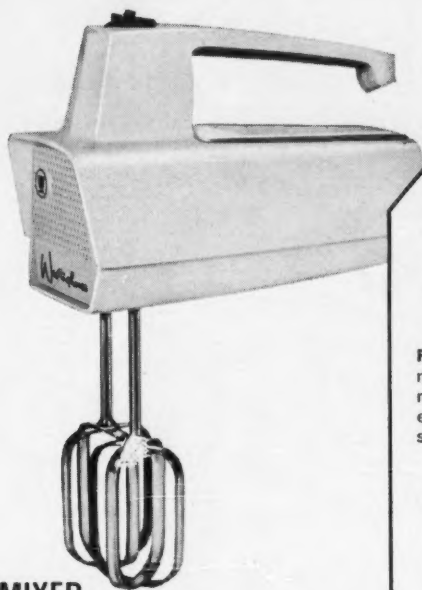


# Westinghouse

Portable Appliance Division, Mansfield, Ohio

SEE US AT THE CHICAGO HOUSEWARES SHOW — BOOTHS 875-887  
ELECTRICAL MERCHANDISING WEEK

# business with from Westinghouse!

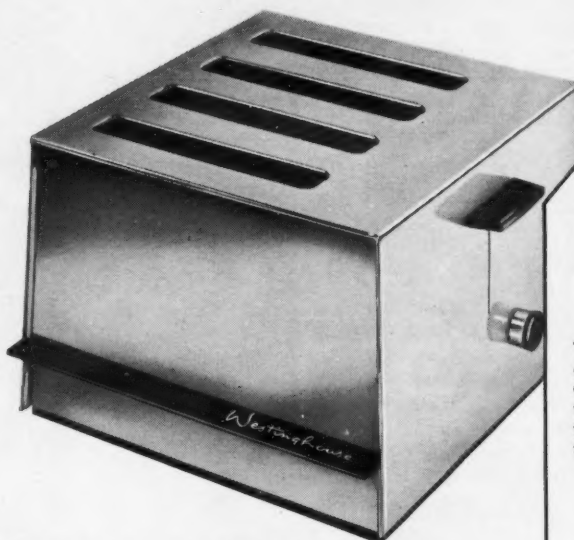
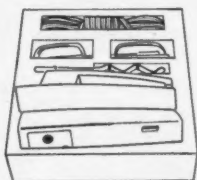


## NEW FOOD MIXER

**Better to mix with . . . easier to store!** Blends batter, whips cream, mixes heaviest doughs with power to spare. Up-front controls, beater ejectors. New Drink Blender attachment included. Hangs on wall, or stows in new storage tray.

### BUILT-IN "EXTRA!"

Free storage tray holds mixer, cord, all attachments. Fits right into kitchen drawer for fast, neat storage!

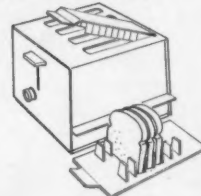


## NEW 4-SLICE COMPACT TOASTER

**Bigger on the inside, smaller on the outside!** Converts from 2- to 4-slices with a flick of the switch. Low-slung, roomy slots hold even the thickest bread slices. Jewel-like chrome-and-gold finish sells this toaster on sight! (Also in 2-slice Compact model.)

### BUILT-IN "EXTRA!"

Toast servers free with each new Westinghouse Compact Toaster. Use them to serve toast at the table. Use them as toaster-top dust covers, too!

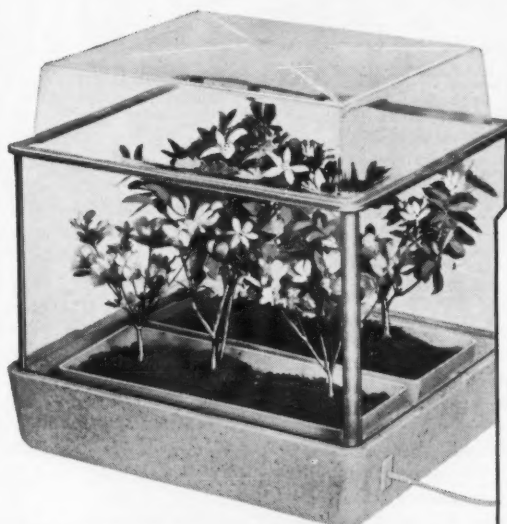
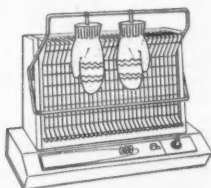


## NEW COZY GLOW CUSTOM HEATER

**Instant action . . . instant heat!** Works 3 ways . . . reflects, convects, radiates heat • 3 heat settings—1100W, 1320W, 1650W • Thermostat automatically maintains desired comfort level • Cool-wall construction keeps case cool to the touch • Tilts from 0° to 20°, locks.

### BUILT-IN "EXTRA!"

Convertible drying rack! Carrying handle converts to drying rack . . . ideal for gloves, socks.



## NEW PORTABLE ELECTRIC GREENHOUSE

**Starts seeds . . . grows plants . . . gives professional results right at home!** Here's a new kind of product with built-in enjoyment for every member of the family . . . for any room in the house. Insures healthy head start for beautiful blooms all year 'round. Comes complete with seeds, 2 planter trays, potting and planting soil, 16-page Planting and Growing Guide.

### BUILT-IN "EXTRA!"

Westinghouse gives you exclusivity—the best "extra" sales point there is! Sell the Portable Electric Greenhouse as a perfect gift for anyone in the family, any time of the year!

**THERE'S  
NOTHING  
ELSE  
LIKE IT!**



JULY 10, 1961

**MORE "EXTRA" NEWS ON THE NEXT PAGE!**



# new products

## GENERAL ELECTRIC '62 Radio, Stereo And Phono Lines

Twelve new radios, 14 hi-fi stereo phonos, and 10 basic models in the conventional phono line are announced by General Electric Radio and TV Div.

The new radio line includes G-E's first FM-AM transistor portable and its first "plug-in" transistor clock radios.

In all, the line will consist of 20 basic table and clock-radio models, and 8 basic transistor models including AM, FM and FM-AM sets. Features include authentic furniture style table models, new colors, custom gift packaging and developments such as a keyboard clock radio and automatic timing devices.

**No. P865**, initial entry into the FM-AM portable transistor field has a cabinet of black Cyclac with anodized gold speaker grille, luggage-type carrying handle, built-in telescoping antenna and an AM antenna; 11 transistors and 3 diodes, afc for FM; 5 1/4-in. speaker; RF amplifier for FM, tuned RF on AM, 5 tuned IF circuits and continuous tone control. A dial light is available for night tuning or for use as a battery check. Weighs 10 lb. with batteries; operates approximately 600 hr. on 6 standard flashlight batteries. **The Decorator, No. C500**, leads G-E's first plug-in clock radio offerings. Comes in walnut grain finish, polystyrene cabinet with a white grille, packaged in a transparent gift box, complete with ribbon and rosebuds, and is nested in a polyfoam picnic ice chest. It is equipped with a jack for use with an optional pillow speaker, has 5 transistors plus diode; features automatic wake-to-music muted slumber switch that turns radio off within a preset 60 min. cycle, and a touch-button, Snooz-alarm that allows extra sleeping time at 7 min. intervals. Two additional transistor clock-radios are included: No. C495 in pink and white; No. 496 in cocoa and white, styled same as C-500 without gift package and Snooz-alarm.

**FM-AM table models T-200, T-201 and T-202** (traditional mahogany, contemporary walnut and provincial cherry) have a limiter-discriminator circuit for noise limiting and strong audio pull; improved FM circuitry; 2 built-in antennas; afc; music-voice control and vernier tuning.

**Nos. C445 and C446** feature a keyboard control for wake-to-music, Snooz-alarm and on-off, plus an appliance outlet.

**No. T180** is the budget-priced FM-only table model in antique white, with ratio detector, vernier tuning and drift compensation.

**Sophisticate**, an on-the-wall hi-fi stereo phono leads the 14 model line of stereo phonos, each with optional tuner. 3 additional models are available with an AM-FM and FM stereo tuner only; 4 consoles have optional "Resonance."

**Sophisticate** is approximately 30 in. wide, 20 in. high, 16 in. deep in genuine walnut veneers; removable legs are optional and a wall bracket is available; it has removable doors, covered inside and out with grille cloth, which open with center pulls; they are 3 1/2 in. deep and each houses 1/2 of a 4-speaker system (an 8-in. woofer and a 3-in. tweeter in each door), which opens 180 degs. Speakers are electronically linked through the hinges to amplifier; 10-ft. extension cords are supplied.



G-E "SOPHISTICATE" STEREO CONSOLE

Behind doors is a control panel extending the width of the cabinet, below are 2 wood panels; 1 pulls down to expose the customized 4-speed turntable, the other tilts open and provides record storage. A "Null Balancer" switch; 20w peak power; diamond stylus ceramic stereo cartridge; and a new AM-FM, and FM stereo tuner are features, the latter optional.

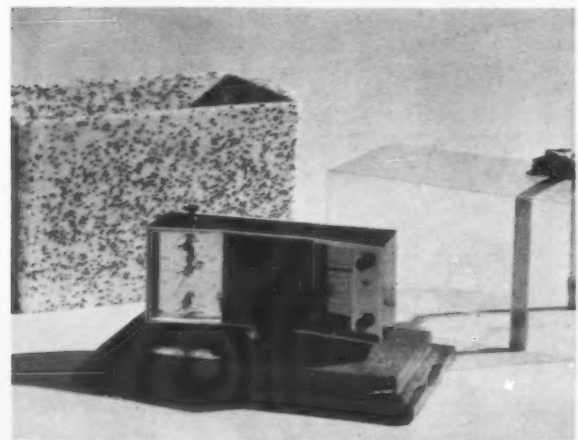
**Other stereo console models** include the "Mt. Vernon" series at top of line with a new multi-tweeter array system of 10 speakers, AM-FM, FM stereo tuners; "Resonance" optional in Danish modern or early American. The "Canterbury" series with 50w music power, 6 speakers multi-tweeter array systems; Record Saver, Vacu-Magic, "Resonance" optional; and the "Shoreham" "Devonshire" and "Westport" series.

**Conventional phono line** consists of 10 basic models, 7 new and 3 carryovers. Features include Trimlines with drop-down changers, swing-out speakers; cabinet material, vinyl clad steel.

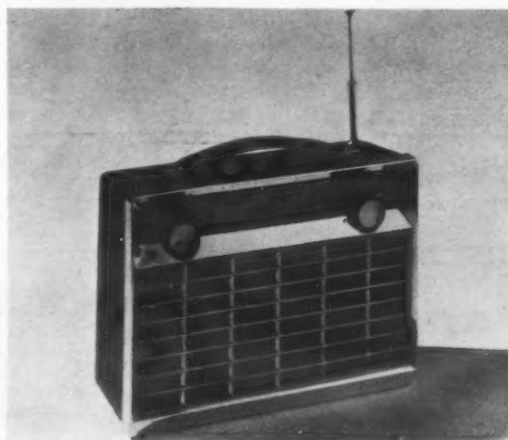
Top of the 1962 portable phono line is a hi-fi stereo unit featuring 12w EIA music power, 4 6 1/2-in. speaker sound system and detachable self-storing legs; available in charcoal, the hi-fi compact has a special "expanded Stereo" control knob, which is used to switch higher frequencies to the wing speakers while lower frequencies remain in the cabinet speakers; also featured is the record saver.

Completing G-E's new portable phono are a monaural compact and a stereo compact. Both feature the "luggage look."

**Prices**, table-clock radios from \$14.95 to \$99.95; "Sophisticate," \$239; conventional phonos from \$29.95 to \$169.96. General Radio & TV Div., Syracuse, N. Y., and Decatur, Ill.



G-E "DECORATOR" CLOCK RADIO



G-E AM-FM PORTABLE RADIO



G-E STEREO "TRIMLINE" WITH DROP-DOWN CHANGER



# WHICH FITS?

**FROM WASHINGTON, BUREAU OF THE CENSUS . . .**  
**FROM DUN AND BRADSTREET** comes new data on appliance-radio-tv dealers. How many dealers are there? How many must a manufacturer reach to cover the important part of the market? At what point does additional dealer coverage become marginal, unimportant? This authoritative information now makes it possible to know exactly which of the three appliance-radio-tv publication audiences is the one that makes sense.

Here is the answer from Bureau of the Census, from Dun and Bradstreet.

Recently released Bureau of the Census report on appliance-radio-tv dealers who have been in business for more than one year, and do 50%-or-more of their annual volume in these merchandise categories, shows that there are

**38,633 TOTAL DEALERS**

Of this total

**14,788**  
do 85.2% of total volume

**21,088**  
do 92.6% of total volume remaining

**17,545**  
do 7.2% of total volume

Dun and Bradstreet reports that

**15,730 DEALERS**

have established credit ratings of \$5,000 or more

The daily in this field has only

**7,201 DEALER-SUBSCRIBERS**

in this category

Source: Dec. 31, 1960 ABC Statement

The monthly in this field claims

**50,034 DEALER-RECIPIENTS,**

**unclassified**

Source: June, 1960, BPA Statement

Merchandising Week has

**17,360 DEALER-SUBSCRIBERS**

in this category.

Source: Publisher's Circulation Analysis, Feb. 1960

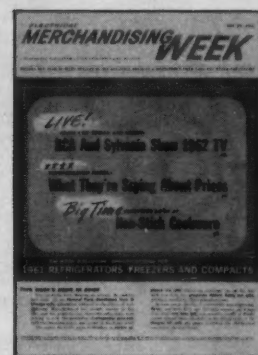
**30,070 DEALER-SUBSCRIBERS**

of all kinds

Source: Dec. 31, 1960 ABC Statement

Merchandising Week fits best because it covers the big, important core of the industry, without wasteful concentration on thousands of marginal dealers. Merchandising Week alone can do the total job alone. (See your Merchandising Week representative for complete circulation information.)

# WHICH FITS?



Bought and read by more Dealers than any other appliance-radio-tv-housewares publication

A McGRAW-HILL PUBLICATION ABC-ASP 330 WEST 42ND STREET, NEW YORK 36

**ELECTRICAL**  
**MERCHANDISING WEEK**

A McGRAW-HILL PUBLICATION



**THE ONE MAGAZINE THAT DELIVERS A PRODUCT CONDITIONED AUDIENCE**



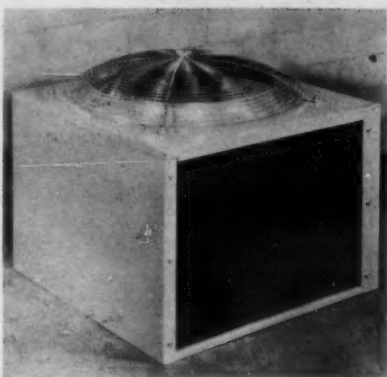
## new products

CONTINUED

### CHRYSLER Airtemp Conditioner

Chrysler has announced a compact air cooled condensing unit designed for small- and medium-sized homes and for multi-room apartments.

No. 1202-03 is designed at 22,000 Btu for split system installation. It has operating capacities at outside temperatures of 120 degs., and at reduced voltage up to 10%. Features include a venturi top for greater air movement; an evaporator fan relay for circulation or fan operation only when air conditioning compressor is running; subcooling circuit which permits easier installation since refrigeration lines no longer require soldering; a factory-wired control



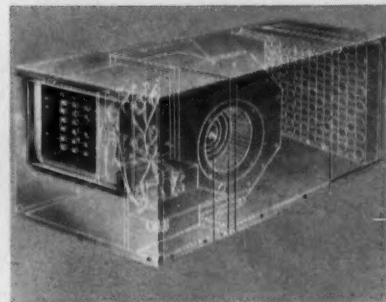
panel, which eliminates all wiring on job except running a power line from house or apartment to control panel; rustproof, zinc-coated, bonderized cabinet with weather-resisting shaft on blower motor. Chrysler Corp., Dayton, Ohio.

### FEDDERS Electric Furnaces

A new line of FlexAire horizontal electric furnaces have been introduced by Fedders Corp. Designed to provide safe, reliable, flameless electric heat for the average income home, FlexAire furnace features 2-piece construction consisting of heating section and blower section. The entire unit measures 18½ in. high and may be installed in attics or suspended from basement or utility room ceilings.

Available in 3 heating sections and 2 blower sections. Heating sections provide 10kw, 15kw, or 20kw of resistance heat, operating in 5kw stages. The Btu hr. total ranges from 34,100 to 68,300.

Operating on single-phase or 3-phase current, it features factory-wired automatic controls in an easily



accessible control box in blower section.

A wall-mounted thermostat (available as an accessory) provides indoor circulation even when the heating elements are not operating. Thermostat also has a cooling stage for the eventual addition of air conditioning. Fedders Corp., 58-01 Grand Ave., Maspeth 78, N.Y.



A Frigidaire dealer talks about his franchise...

Harley Collins, owner of Collins Appliances of Miami, Florida, has been an exclusive Frigidaire dealer since 1945. An amateur yachtsman, Harley is also an ardent fisherman. He says of Frigidaire:

**"They fish for facts to pre-sell prospects"**

*"Frigidaire consumer research is a big factor in giving me appliances that prospects want to buy.*

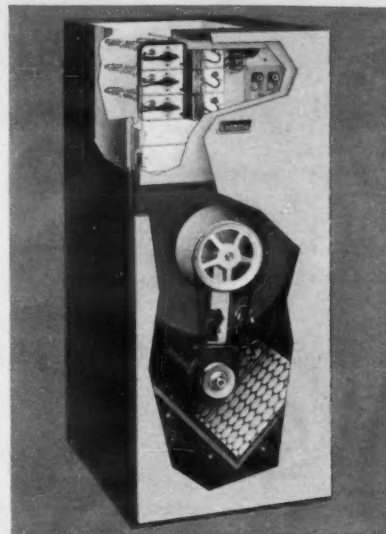
*They're easier to land because they're so thoroughly pre-sold on Frigidaire before they come into the store."*

Yes, we go deep into consumer use habits and preferences before we even design new appliances. We talk with dealers too. That way, we are always able to give our dealers truly advanced appliances that are designed with the prospect in mind.



**FRIGIDAIRE**  
DIVISION OF GENERAL MOTORS

REFRIGERATORS • ELECTRIC RANGES • AUTOMATIC WASHERS • AUTOMATIC DRYERS • FOOD FREEZERS • ROOM AIR CONDITIONERS • DISHWASHERS • BUILT-IN RANGES • DISPOSERS • ELECTRIC WATER HEATERS • ICE CUBE MAKERS



### COLEMAN Furnace

Coleman is introducing a new all-electric furnace in 15, 20 and 25 kw sizes. Heating capacities range from 42,000 to 93,300 Btu's. All models may be installed with conventional or small-pipe systems. Blower capacities are ample for use with remote-type air conditioning units.

Features a blower mounting that permits furnace to be rotated and operated through 360 degs., thus unit is positionable for horizontal-flow (left or right), down-flow or up-flow air delivery. No mechanical adjustments necessary. All units are equipped with aluminized steel heat exchangers, and measure 47¼ in. high, 24 in. wide and 20 in. deep and are finished in medallion gray baked enamel.

Coleman Co., Inc., Wichita 1, Kansas.



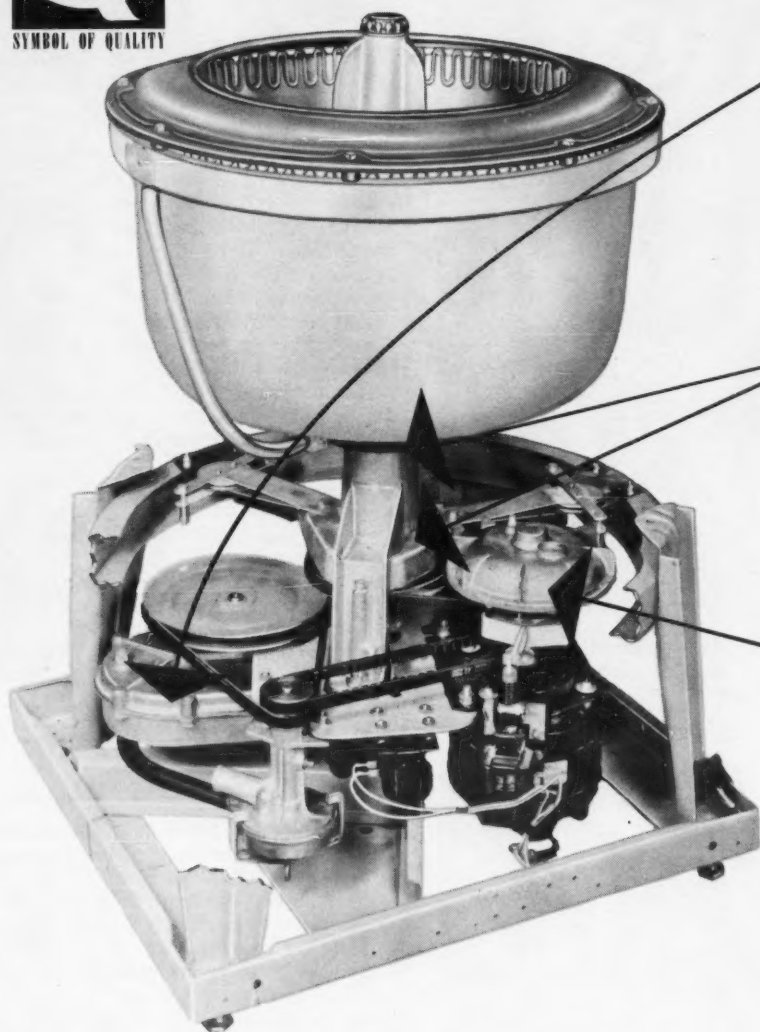
### GRUNDIG-MAJESTIC Tape Recorder

"TK-1 Attache" battery operated, 8-lb. all-transistor portable tape recorder with microphone and tape, uses a permanent dynamic speaker with 80-10,000 cps. Accessories include a teledapter for phone conversations and an earphone for playback. Price: \$129.95.

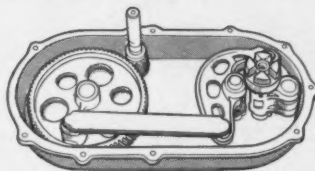
Majestic Int'l. Sales, 743 N. La Salle St., Chicago 10.

# 3 exclusive reasons for Speed Queen's exclusive standard of **DEPENDABILITY**

The three major *mechanisms* which undergo the greatest strain in an automatic washer are: (1) transmission of power to agitator; (2) bearings which support the spin tub; (3) transmission of power to spin tub. Speed Queen excels in all three! Not one, not two, but *all three!* This fact should be extremely important to any dealer desirous of selling the most dependable automatic washer on the market.

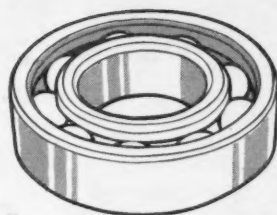


## 1 ARC-CUATE® DRIVE TRANSMISSION



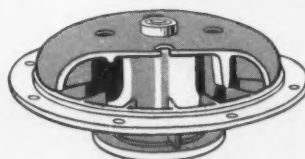
This simple transmission, invented by Speed Queen in 1928, has proved itself by far the most dependable and trouble-free mechanism that exists today to oscillate a washing machine agitator. Over 5 million washers offer testimony to this fact. Millions to come will do likewise.

## 2 DOUBLE BALL BEARINGS



A spinning tub, full of clothes and water, especially off balance, exerts a tremendous strain on the shaft supporting it. Other manufacturers consider ONE ball bearing at the *top* of the shaft to be adequate. Speed Queen does *not*. Speed Queen provides ball bearings BOTH top and bottom.

## 3 FLUID DRIVE



Remember the old, conventional automobile clutch? What a difference now with your fluid drive! The same smooth, gradual pick-up of speed takes place in the Speed Queen washer to start the spin cycle, thanks to Speed Queen's exclusive fluid drive. This cushioning of power to spin the tub and to subdue the effect of off-balance loads is a prime factor in maintaining Speed Queen's *exclusive* high standard of dependable performance.



**SPEED QUEEN**  
a division of McGraw-Edison Co., Ripon, Wis.

# **SPEED QUEEN®**

*famed for dependability*





## new products

CONTINUED

### KOSS Phonograph

A newly designed portable phono has been announced by Koss. Phono is equipped to play through earphones with hi-fi quality. A 4-speed unit, it features a walnut enclosure that lifts out of a leatherette case.

Each phonograph comes equipped with 1 set of Koss Stereophones, headsets that prevent music from disturbing others in the room.

It is recommended as excellent for college students, libraries, record shop demonstrations or any other place where noise is a disturbing factor. Unit has 4-pole motor and diamond-sapphire turnover cartridge, and plays any record. *Koss, Inc., Milwaukee, Wisc.*



### MU-SONIC New Speaker System

Model 300 musicians' speaker system is designed for home use. It is capable of pure, almost distortionless response from below 40 cps to beyond normal audibility. It utilizes 3 speakers, and functions as a "3-way" system.

Two 8-in. low-resonance, high-compliance woofers operate in parallel. This parallel operation permits greater power handling capacity, smoother response. Crossover of woofer is at 500 cps. The 6½-in. tweeter reproduces the high frequencies and a marked degree of transparency. An amplifier capable of clean output of at least 15w is required.

Enclosure is completely sealed, and is constructed of sturdy ¾-in.



stock; finished on 4 sides for either vertical or horizontal use. It is internally braced at 9 different points to eliminate cabinet resonance. Speakers are permanently affixed into position with epoxy resins, lending strength and rigidity to baffle.

A special acoustical long-fibre glass insulation is used to effectively damp the system. Unit overall is 24¾x14½x12 in. *Mu-Sonic Corp., 195 W. 9th St., Brooklyn 31, N. Y.*

**We're busting out ALL NEW!**

<b>New Box!</b> Smart, simple, and it stacks with model info on the side for easy stockroom reading.	<b>New Clocks!</b> Nine dramatic Sessions fashions in alarms, walls, decorators — years ahead in electric time.	<b>New Ideas!</b> Exciting, practical, and we'll bet they're contagious — especially our new kitchen concept.	<b>New Image!</b> Stylish, stylized 3 O'CLOCK — high time for aggressive dealers to turn profits with Sessions.
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Visit our booth at your Summer Trade Show... or write to The Sessions Clock Company, Forestville, Connecticut.

**SESSIONS**



### CASSIDY Spray-O-Matic

A new wax spray attachment is announced by Cassidy.

**Called Spray-O-Matic** it is easily and quickly mounted and provides spray application of cleaning, waxing and other liquids in a 30-in. swath.

Attachment consists of a combination mechanical pump and solution tank, a spray nozzle, and a connecting plastic tube. Pump-tank mounts on machine handle, and nozzle on front of machine brush housing. Only 1 small hole needs to be drilled to attach nozzle; other parts are easily secured with clamps provided.

Any liquid floor wax solution can be used and consistency of spray can be easily controlled to suit particular floor needs. Main feature of unit is a mechanical hand pump, the lever of which is worked by fingers while hand remains on machine handle grip. *Cassidy Products, Inc., 2285 University Ave., St. Paul 14, Minn.*

### briefs

**"Safe-T-Stat"** a new safety device for electric baseboard heaters to prevent overheating should pillows, sheets or towels fall on heater is announced by Seaboard. This device automatically shuts off current if object falls against it. It is activated to break circuit and shut off power. After 50-deg. temperature drop, power is automatically switched on. As long as object remains against heater this off-on safety cycle repeats itself. *Seaboard Products Corp., 191 Frelinghuysen Ave., Newark, N. J.*

**"Lite-A-Nite,"** a photoelectric automatic light switch is announced by Sampson. Its electronic "memory" will switch "on" any light and/or appliance at dusk and switch it "off" at dawn. **Price: \$9.95.**

*The Sampson Co., 2244 So. Western Ave., Chicago 8.*



# New Norge washers eliminate the cause of 1 out of every 3 service calls!



**BIG SAVINGS FOR DEALERS**

...for in-warranty service!

**BIG SAVINGS FOR CUSTOMERS**

...for out-of-warranty service!

## Gruelling hard-use tests prove it

NORGE'S REVOLUTIONARY **DOUBLE-PIVOT MOTOR**, IN TESTS EQUAL TO THREE YEARS' HOME USE, ELIMINATED ENTIRELY ANY FAILURE IN THE MOTOR-BELT-PUMP ASSEMBLY. **RESULT:**

**SERVICE CALLS CUT 33%!**

and for still greater savings...

## New 100% front-servicing cuts service time 33%!

With only a common screwdriver and a regular knife blade as tools, you can get at any service job in seconds...on every 1962 Norge Automatic Washer. Every service point is easily accessible from the front. Dealers gain big savings for in-warranty service. Customers gain big savings for any out-of-warranty service.

and for still more savings...

## NEW HIGH-SPEED TROUBLESHOOTER CUTS DIAGNOSIS TIME IN HALF!

New Norge *Electronic Service Analyzer* pinpoints trouble spots instantly. Ends costly part-changing. Lightweight for easy carrying. Simply plugs in to the washer circuits for speedy diagnosis.



WORLD'S FIRST  
SERVICE-SIMPLE  
AUTOMATIC WASHERS



NORGE SALES CORP., SUBSIDIARY OF BORG-WARNER CORPORATION, MERCHANDISE MART PLAZA, CHICAGO 54  
In Canada: MOFFATS, LTD., WESTON, ONTARIO • Export Sales: BORG-WARNER INTERNATIONAL, CHICAGO 3

JULY 10, 1961



## PEOPLE IN THE NEWS



L. I. Falzer  
of Monitor

**Hamilton**—D.G. Kassner has been appointed product service manager. He will supervise product service activities for all Hamilton product lines. Kassner was product service engineer, and Howard Havlichek will replace him in that job.

**Monitor Equipment Corp.**—Lou I. Falzer was elected vice president of the company. He will continue in his capacity of national sales manager.

**Black and Decker**—C. Vernon Allen has been named sales representative in the consumer products division. He is assigned to the Cincinnati district and will work in the Indianapolis-Fort Wayne area.

**Kelvinator**—Jack E. Savage has been named regional manager for Europe, the Middle East and Africa for Kelvinator International Corp., foreign appliance subsidiary of American Motors. Savage, formerly assistant to the vice president, succeeds Charles E. Findlay, who resigned to establish his own business. A major assignment will be to implement the division's "single market" policy in Europe, involving the gradual in-

tegration of manufacturing and marketing operations of its European plants.

**Lindsay Co.**—James L. Sexton was elected to the newly created position of vice president of manufacturing. He was director of purchasing, engineering and manufacturing for the company.

**Roper Sales Corp.**—Rod E. Fetzner joined the company as director of product planning. He will be in charge of free-standing and built-in range development and design. Fetzner, resigning as Tappan Stove Co. Western manager, also has been major appliance merchandiser for Sears, Roebuck and Co. in the Southeast.

**Amperex Electronic Corp.**—Roger

Gabbei has been appointed Midwest regional sales manager.

**Packard Bell Electronics**—Otto J. Riss has joined the company as director of manufacturing, home products division. He was manufacturing director of the Bendix Corp. aircraft products division. Riss will be responsible for manufacturing, material and quality control of the company's television, stereo-hi-fi and radios.

**General Electric Co.**—Sumner R. Selby was appointed district distributor sales manager in Cleveland for the electronic components division of the company. He will be responsible for sales of electronic tubes and components to distributors. Selby was with CBS Electronics in the sales organization. George Mortland joined

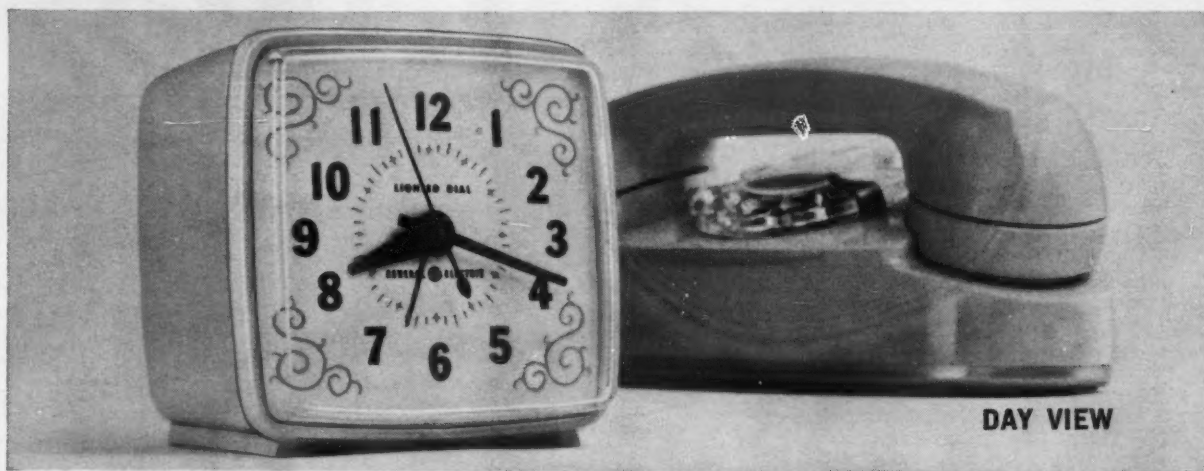
G-E's metropolitan New York district sales and promotion department. Mortland was with Macy's in major appliances and furniture.

**RCA**—Harold M. Winters resigned from his post as east central regional sales manager because of ill health. He worked with RCA Victor distributors in the east central region from his headquarters in Cleveland. No successor had yet been named.

**Westclox**—J. E. Dana has been appointed assistant to the marketing manager and E. J. Almstedt has been made product manager of the keywound clock division of the company. Dana will coordinate all sales activities in the field and in the marketing department at the home office in La Salle, Ill.

## MORE BRIGHT NEW IDEAS

You get more to sell in a General Electric clock... and your customers get more than time!

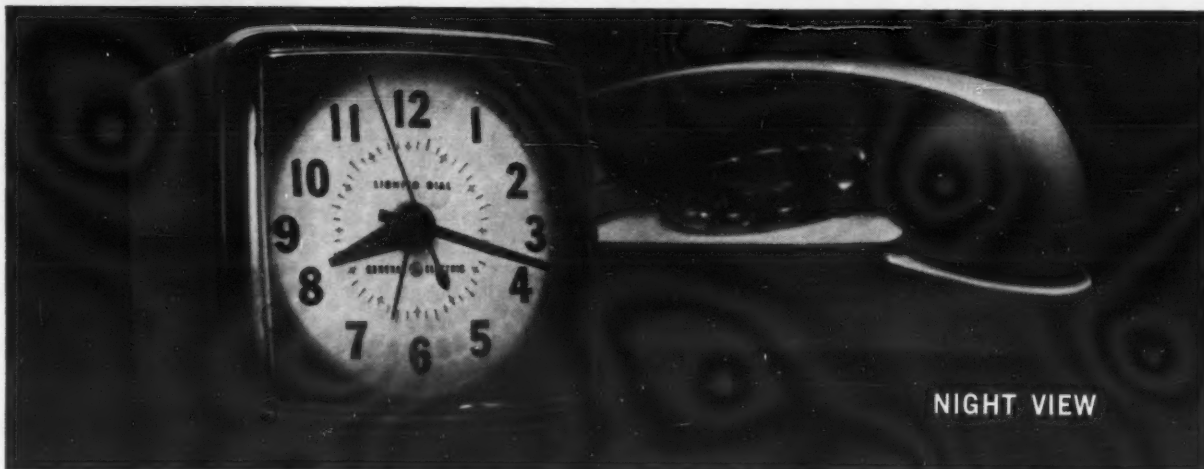


DAY VIEW

### New Alarm Clocks in Telephone Colors

\$6.98 New Riser alarm clock in lovely mix-or-match telephone colors: pink, white, turquoise and beige. Model 7279-K.

The clock and telephone dials light up at night. Long-life bulb in clock uses less than a penny of current a year. ↓



NIGHT VIEW

Here's proof you get more to sell in a General Electric clock... and your customers get more than time! Now, General Electric's new Riser alarm clocks come in four lovely telephone colors: pink, white, turquoise or beige. It's a great new idea, the first time your customers have ever been able to mix-or-match alarm clocks and telephones in perfect harmony!

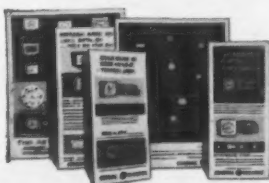
To carry the telephone tie-in further, the Riser alarm

clocks have a dial that lights up at night, automatically. It's easy to tell time in the dark, even across a room!

General Electric is promoting both of these exciting ideas for all they're worth. There'll be national magazine ads in full color, and colorful counter cards to trigger impulse buying. It's all part of a great "TIME TO TALK ABOUT COLOR" program. Ad mats, layouts, suggested displays and local merchandising ideas are all available.

### ALL-OUT ADVERTISING FOR FALL!

General Electric is going all-out to pre-sell lighted dial clocks, alarm clocks in telephone colors, new wall clocks plus exciting new clocks for Christmas. There'll be full-color ads in *American Home*, *Life*, plus Christmas advertising in a long list of magazines and newspaper supplements. Hard-hitting commercials on GENERAL ELECTRIC COLLEGE BOWL will reach millions weekly over CBS-TV.



**VISIT BOOTH 1819 AT CHICAGO HOUSEWARES SHOW**  
ELECTRICAL MERCHANDISING WEEK

GET A  
GOOD START  
at BOOTHS!

800

802-804-806-808-810-812

814

New McCORMICK PLACE

CAN-O-MAT®

CAN-O-MATIC™

ICE-O-MAT®

GRIND-O-MAT®

WOOD TONES™



RIVAL MANUFACTURING CO.  
Kansas City 29, Mo.  
Rival Manufacturing Co. of Canada, Ltd., Montreal



# How Utilities Are Lining Up Behind A Gas Reefer Push

In the last few weeks, utilities across the country have been rallying to the gas refrigerator cause—wagging their sales behind them. For the first time since the introductory flurry of activity some three years ago, utilities seem interested in putting some of their money behind the boxes—and manufacturers (namely, Whirlpool and Norge) are delighted. It's no secret they need the sales.

**No one expected much utility support** for the problem product's cause this summer. Reasons: (1) the conspicuous absence of a concentrated effort

last year, and (2) the general sluggishness of the economy at the time utility promotional budgets were made out for the year. But the fuel men surprised the industry with modest-for-most-products but overwhelming-for-the-gas-box promotional activity this spring and early summer.

**Why the sudden interest?** Whirlpool's Steve Upton, gas refrigerator sales manager, says price. And, he's in a good position to say price, since Whirlpool—just last May—put over \$40 promotional allowances on all three of its gas boxes. With the al-

lowance—and with any sweetening money that utilities might be throwing in the pot—Whirlpool's top GA-1400, with icemaker and "Jet Cold" shelves, is retailing for around \$499—\$200 under introductory list. (Upton says the GA1400 sells twice as well as the other two models combined.) The GC1400, a frostless, two-door 14-cubic-footer, is going for around \$399—close to the electric tag.

Norge is going for the price angle, too, by introducing a new model, 714980, a 14-cubic-foot box with an open list. A company spokesman said the box would go for around \$499.

**How good is business?** Over-all, and looking back over the three years since Whirlpool re-introduced the gas box, business is lousy. The industry hasn't yet sold 300,000 units

—the magic number Servel hit in its 1950 peak. And 1960 sales, forecast for around 50,000 pieces, were particularly disappointing—probably around 28,000.

But take a more recent look. Whirlpool's Upton predicts that June will be the company's biggest month ever in shipments to dealers. How big? Comparing non-comparables, over double the figure for May.

Norge is looking for improved business as soon as its new 14-cubic-footer, now being shipped, gets into the pipes.

**What are utilities doing?** Steady—but not spectacular—spring and summer promoting. Remember, they've been singing a little in the past. (For instance, Chicago's Peoples Gas spent \$100,000 to sell 1,200 units in 1960.) But they're willing to push on a modest scale—and even put a little of their own money into spiffs.

**Which ones are promoting?** Here's a partial list of the companies carrying on pushes right now. Most will continue through July; some on into September:

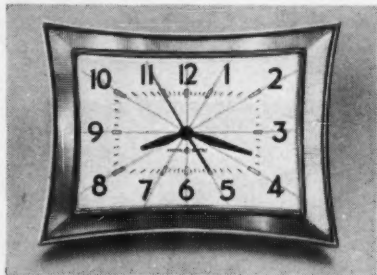
Washington Gas Light Co., Washington, D.C.; Baltimore Gas & Electric Co.; York County Gas Co., York, Pa.; Worcester Gas Light Co., Worcester, Mass.; Peoples Gas Co., Chicago; Alabama Gas Co., Birmingham; Milwaukee Gas Co.; Minneapolis Gas Co.

The three gas utilities in Pittsburgh; La Clede Gas Co., St. Louis, Mo.; Oklahoma Natural Gas Co., Tulsa; North Shore Gas Co., Waukegan, Ill.; South Jersey Gas Co.; Lone Star Gas Co., Dallas; United Gas, Shreveport, La.; Southern Counties Gas Co., Los Angeles.

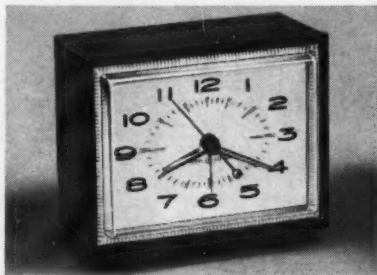
## FROM GENERAL ELECTRIC

**Exciting new clocks with built-in sell!** Just look what General Electric is giving you for Fall! There are new alarm clocks, new kitchen and wall clocks, a new occasional clock, even a cordless banjo clock. What's more

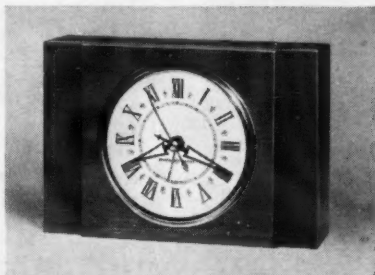
to the point, they all have an extra touch of beauty... they all offer the convenience of electric time. And many offer lighted dial, repeat alarms and cordless design for even greater convenience. Stock them all this Fall!



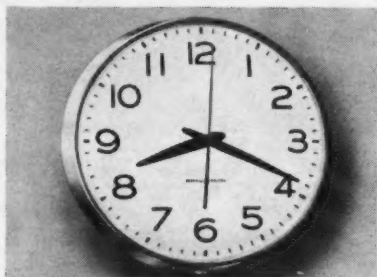
\$6.98 Kitchen wall clock. Chrome color frame; yellow, pink or turquoise case. Plain and Fancy, 2120.



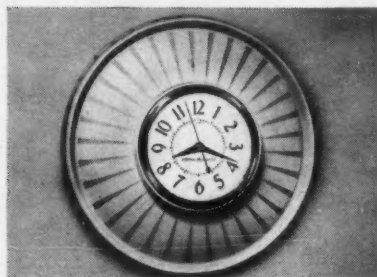
\$7.98 Alarm. In white and gold color, antique brown or nutmeg effect. Nu Grain, 7271. Luminous, \$8.98.



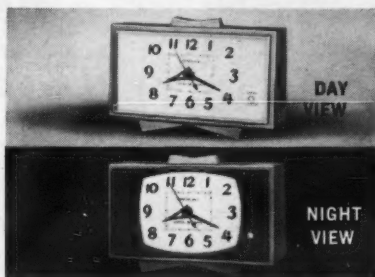
\$9.98 Alarm. Plain dial, nutmeg finish. Woodmark, 7277. Luminous, fruitwood or mahogany finish, \$10.95.



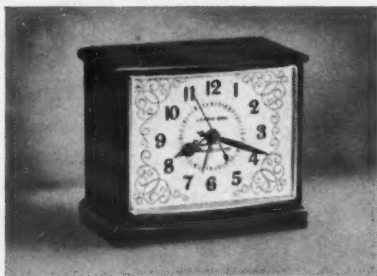
\$9.98 Bold dial for instant time-telling. Chrome color case. Reality, 2124. Brown or gray case, \$8.98.



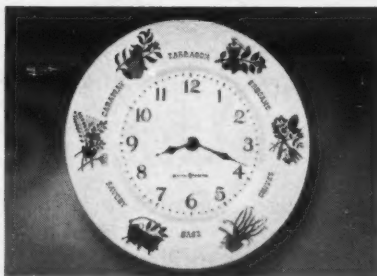
\$9.98 Pastel rays on white, yellow or sandalwood color background. Brass color bezel. Array, 2122.



\$10.95 Lighted dial, View-Alarm (light spot) to tell if alarm is set, repeat alarm, miniature size! Decor-ette Snooz-Alarm® clock, sandalwood color, 7270-K.



\$12.95 Lighted dial alarm. Nutmeg finish, antique white dial. Nocturne, 7280-K. Plain dial, \$10.95.



\$14.95 Kitchen clock. Ceramic white plate with herb designs. Cordless battery movement. Gourmet, 2126.



\$14.95 Lovely occasional clock. Sculptured fruitwood finish case, gold color decoration. Gentry, 8101.



\$34.95 Cordless. Nutmeg finish. Reproduction of Mt. Vernon. Virginian, 2098. Cord-type, 2097, \$29.95.

### 3 OUT OF 4 PREFER GENERAL ELECTRIC CLOCKS OVER ALL OTHER ELECTRIC CLOCK BRANDS COMBINED!

The latest nationwide survey shows that General Electric clocks rate first by far among consumers stating a brand preference. Here are the results. They're based on a scientific sample of 14,194 consumers and were compiled in March, 1961, by the Starch Marketing Data Service.

<b>GENERAL ELECTRIC</b> .....	74%	Brand D .....	4%
Brand B .....	11%	Brand E .....	2%
Brand C .....	5%	Brand F .....	1%
All Other .....	3%		

All prices are manufacturer's suggested retail prices, plus applicable taxes. Snooz-Alarm is a registered trademark of General Electric Company to identify its brand of repeat alarm clocks. General Electric Co., Clock and Timer Dept., Ashland, Mass.

*Progress Is Our Most Important Product*

**GENERAL ELECTRIC**

EASTERN HOUSEWARES BUYERS

### STOP and SHOP

at the giant market showcase especially and exclusively designed for Eastern Housewares Buyers... displaying the latest in merchandise ready for your fall and holiday buying seasons.

Attend

### EASTERN HOUSEWARES SHOW

... a true housewares show for the industry... in its number one market

**NEW YORK COLISEUM  
AUGUST 7-10, 1961**

SPONSORED BY  
DEPARTMENT OF COMMERCE &  
PUBLIC EVENTS,  
THE CITY OF NEW YORK

**EASTERN HOUSEWARES SHOW**  
28 East Jackson Boulevard  
Chicago 4, Illinois  
Phone: WEbster 9-0980

New York Office: 75 East Fifty Fifth St.  
New York 22, N. Y. Phone: Plaza 5-1123

**Hall-Erickson, Inc.**  
(formerly A. B. Coffman Associates)  
SHOW MANAGERS



## MARKET REPORTS

CONTINUED FROM PAGE 13

sheer necessity. Don Strausser of L. C. Taylor Appliance & TV, Pasadena, reported a spurt in air conditioner sales during one day when the temperature went as high as 97 degrees.

Freezer and refrigerator sales could also benefit from a heat wave.

Frigidaire kicked off its "best buy" campaign in Los Angeles area newspapers in mid-June, offering color at no extra charge. After a week, this had stimulated no particular activity at the dealer level. But Strausser termed this "normal" and questioned the efficacy of any

national promotion that doesn't tie in with the local merchant. Based on previous Frigidaire promotions, however, he expected good results this month when L. C. Taylor has scheduled six 80-inch ads in the Pasadena community papers, tying in with the "best buy" promotion.

Multiple models were barraging dealers this year in both brown and white goods. George Schlueter of W. E. Phillips, Pasadena, regarded the development as a stimulant.

"Now that the name brand TV manufacturers have a wide price range to choose from, these models are competing well with off-brands. And, across the board, brown goods sales were running well ahead of last year."

But Los Angeles dealer Maurice Gorlin, Cardinal Furniture & Appliance, was vigorously opposed to

overly extensive choice of models. He thinks that this year manufacturers have gone too far.

"A small dealer can't afford to carry floor samples of a complete line," he pointed out. "There was a time when we used to have a good representation with about \$20,000 worth of white goods on the floor. Now we show a couple of refrigerators, a range or two, and maybe a couple of washers and dryers. I doubt that all of it amounts to more than \$2,500."

"We can give just as good delivery and service by selling out of the catalogs. With price competition what it is, I'd rather not invest \$200 in a machine that might bring me a profit of \$10. I'm better off putting my money in furniture where it's still possible to make a fair margin of profit."



### The All New

## MARTIN

### Osci-lectric Automatic Electric

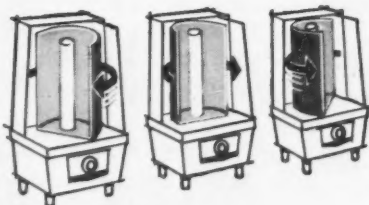
### Heater

*It Radiates!  
It Circulates!  
It Oscillates!*

Here it is — a sensational breakthrough in the 110-volt heater industry — the Martin Osci-lectric. To sell it, you simply plug it in. Immediately, the curved mirror-bright reflector begins to oscillate in a gentle arc to beam heat outward for complete room coverage. No more hot spots, no more cold areas. The Martin Osci-lectric gives more heat coverage, making it truly a room heater — not just a spot heater.

Unique  
Oscillating Principle  
of the Martin  
Osci-lectric

A powerful, whisper-quiet motor drives blower fan and gently oscillates the reflector. Heating element is fixed, eliminating any possibility of cord wear or fraying. This is the feature that demonstrates, and sells on sight. These features insure longer life, greater efficiency and more customer satisfaction!



- **Positive-Action Thermostat** — assures exact amount of heat required.
- **Trouble-Free Heating Element** — guaranteed 5 years against burnout.
- **Safety Mesh Grill** — protects against insertion of small fingers and small objects.
- **Oscillator Control Switch** — stops motor so heater can be used as fixed radiant type.
- **Safety Tip Switch** — cuts off current if heater is tipped or air blocked.

For all the facts on the new Martin Osci-lectric — and the complete line of Martin heaters — call, write, or wire

## MARTIN

STAMPING & STOVE COMPANY  
HUNTSVILLE, ALABAMA

Manufacturers of quality home heating equipment since 1905.

HOUSEWARES SHOW  
BOOTH 2209

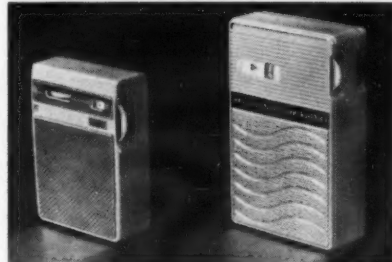
## N.E.C.

Gentlemen:

Briefly, we are one of the three largest Japanese electronics manufacturers with 80 years experience.

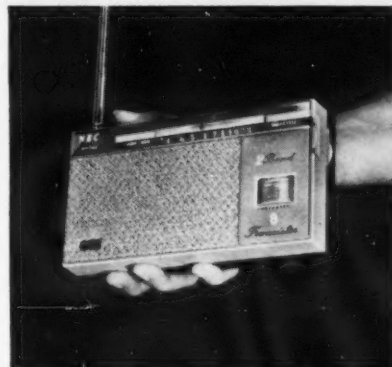
Without using hilarious advertising phrases, we are confident that upon inspection of our products you will readily agree that they are the *finest available* at any price, yet N.E.C. prices are *much more* competitive than those of *any other* well known brands.

**We are now seeking qualified distributors in key territories west of the Mississippi.**



A Jewel of a Compact  
Shirt Pocket Six Transistor—Model NT-610.  
High sensitivity for top  
reception. Complete with  
accessories in attractive  
gift package.

Hi-Style, dual face Six  
Transistor Pocket Model  
NT-625 in exciting colors  
of Black, Ivory, and Cor-  
al. Performance unsur-  
passed. Gift packed with  
accessories.



2 Band 8 Transistor with Tuning Indicator—Model NT-880A covers BC 535-1605 KC/S, SW-A 3.9-12 MC/S, Model NT-880M covers BC 535-1605 KC/S, MB 1.7-4.6 MC/S. The exclusive feature is a built-in indicator for best tuning on standard or short wave listening and battery life. Top Quality.



AM/FM High Quality 10 Transistor—Model NTF-1001. A specially-designed converter circuit for FM, a 4" speaker with extra tone quality, large tuning dials, push buttons are just a few of the features that make NTF-1001 a hit.



Mini-Recorder RMT-300R—A 2 speed transistor portable tape recorder with features you would normally expect to find on more expensive units. An example of "more for the money" with NEC products.

**NIPPON ELECTRIC CO.** Dept. E  
606 S. Hill Street • Room 919  
Los Angeles 14, California



**"Success is a good criterion—and it's pretty hard to beat a magazine that's up 51%\* in ad revenue."**

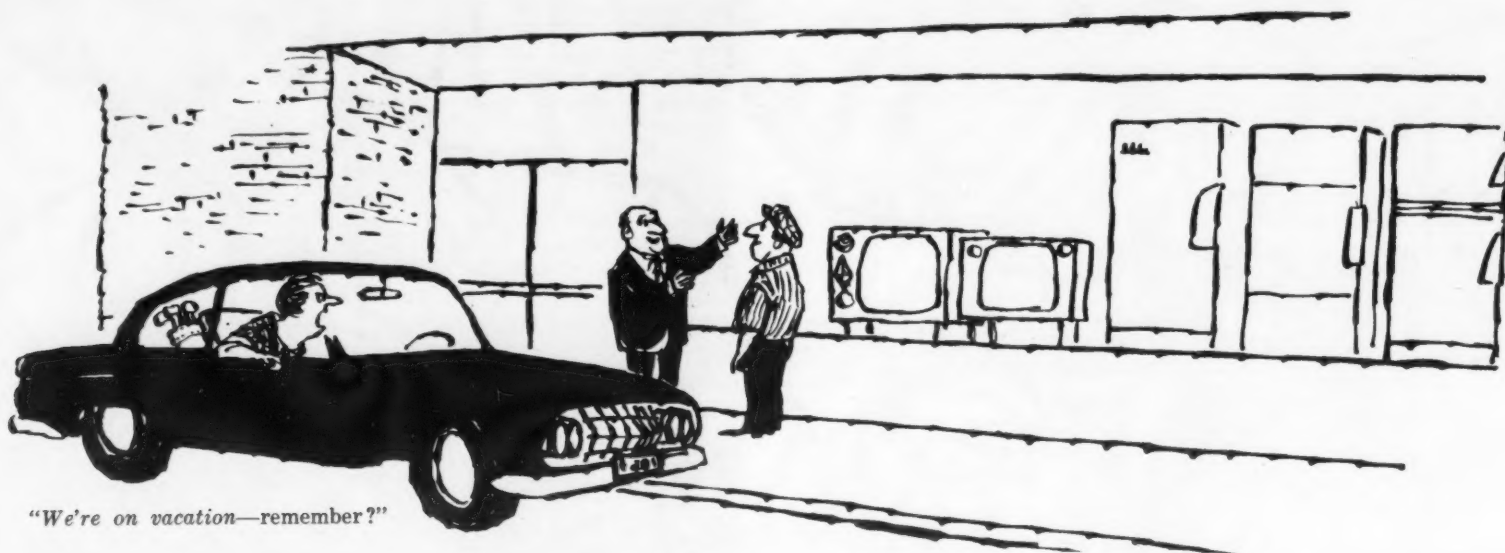
One sign of a healthy magazine is the way advertising gains follow circulation gains. TV GUIDE, bucking an industry-wide trend, is vitally sound on both counts. More and more advertisers agree with the public preference for television in print.

\*EIB, first 6 months, 1961 (no rate increase)





# Rodriguez Looks At The Dealer Out Of The Store



## CONVENIENT

EVERY-MONDAY  
FREQUENCY...  
EASY-TO-READ  
EDITING

## SPECIALIZED

WRITTEN ABOUT  
THIS BUSINESS ONLY...  
BY PROS FOR PROS

## NEWS IN DEPTH

ALL THE FACTS,  
AND WHAT THEY MEAN  
TO YOU



EVERY MONDAY THE PROS READ

ELECTRICAL

MERCHANDISING WEEK



# Refrigerator Cartel Breaks

BONN—(McGraw-Hill World News)—

The system of fixed retail prices for refrigerators is being dropped in Germany, news which hit dealers like a bombshell. The biggest German household refrigerator manufacturer, Robert Bosch GmbH, has announced it will free retail refrigerator prices effective Aug. 31. Lindes Eismaschinen and Hans Liebherr have followed suit. Germany's second biggest refrigerator firm, Bauknecht, as well as AEG, Siemens und Halske and BBC are still undecided but will probably do the same.

Although list prices will theoretically remain valid for the coming two months (in line with the law requiring two months' notice), they

are, in effect, free immediately because public notice ending a fixed price system inevitably means a death blow to it.

The breakdown of refrigerator list prices was preceded by the folding up of the TV set cartel two months ago.

There are several parallels between the two events:

Both were caused by lagging sales and accumulating stocks resulting in illegal price cuts. TV stocks at the height of the crisis amounted to about 400,000 sets; refrigerator stocks are estimated at about double that amount now and are expected to reach 1 million units by summer's end.

Sales of both lines had suffered from an outside influence: TV from the delay in introducing a second network, refrigerators from a cool spring which hampered domestic sales and, additionally, from the Deutschmark revaluation in March which hurt exports, especially to Britain and Scandinavia. Italian competition reportedly gained considerable ground in those countries.

Although dropping of list prices by Bosch, Linde and Liebherr only legalizes a situation which had existed for some time, the majority of distributors and retailers are not happy.

Wholesalers are afraid of losing the backdoor sales direct to the consumer, and the small and medium retailers fear that they will lose out to the big shops with large quantity discounts.

# HOT AIR belongs in the hair dryer... NOT in the sales figures!



## Here is the amazing FACT about the success of the GENERAL ELECTRIC HOME HAIR DRYER!

Retail Sales through May, 1961 of the G-E Hair Dryer were *twice* what they were in 1960... and the big season is still to come!

Here are the REASONS for this overwhelming consumer demand:

1. 72 tiny air jets spread heat evenly...pamper the hair with professional care.
2. So quiet, the wearer can talk on the telephone...even watch TV. She's even free to walk around.
3. So roomy, she can use the new big rollers on her hair.
4. Adjustable to any hair size, even a child's. A special drawstring opening lets her check her hair without removing the bonnet.

General Electric Company, Clock and Timer Department, Ashland, Massachusetts.

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC

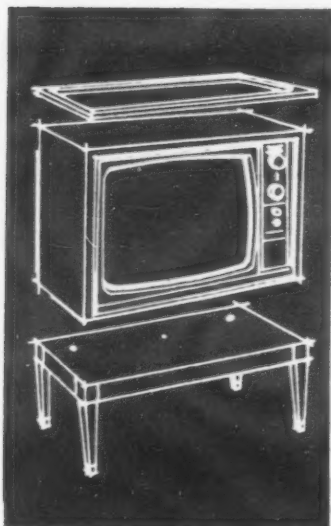


GET YOUR SHARE OF THIS VOLUME...  
IT'S BIG NOW AND GROWS EVERY DAY.  
CALL YOUR  
GENERAL ELECTRIC DISTRIBUTOR NOW!



**See the only really new ideas in television**  
**MOTOROLA®**

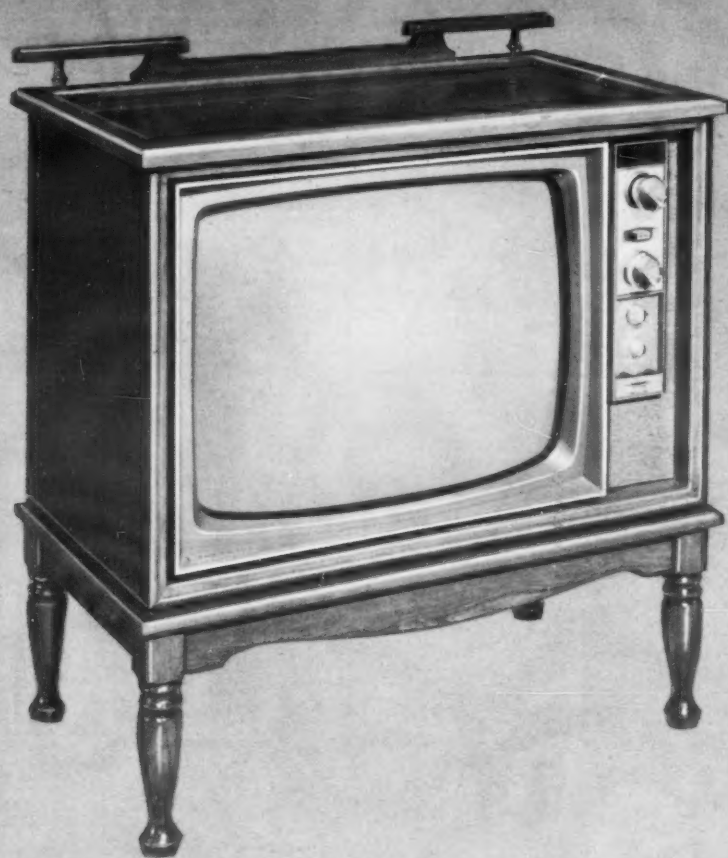
*Introducing*  
 a new concept in TV cabinet  
 design that's so different it  
 has a patent pending



Here's new selling freshness in TV cabinet elegance.

Motorola design ingenuity takes a basic 23" (overall diag. meas., 283 sq. in. viewing area) Table TV—and combines it with a solid wood moulding furniture frame *plus* a beautiful swivel bench that's made and finished like fine furniture.

This unique combination creates a look of fine-furniture styling that puts the new Motorola Convertible in a design class of its own—yet, it's priced far less than comparable TV sets in regular one-piece cabinetry. A real *selling* exclusive . . . only Motorola has it.



*Early American* SWIVEL FURNITURE ENSEMBLE

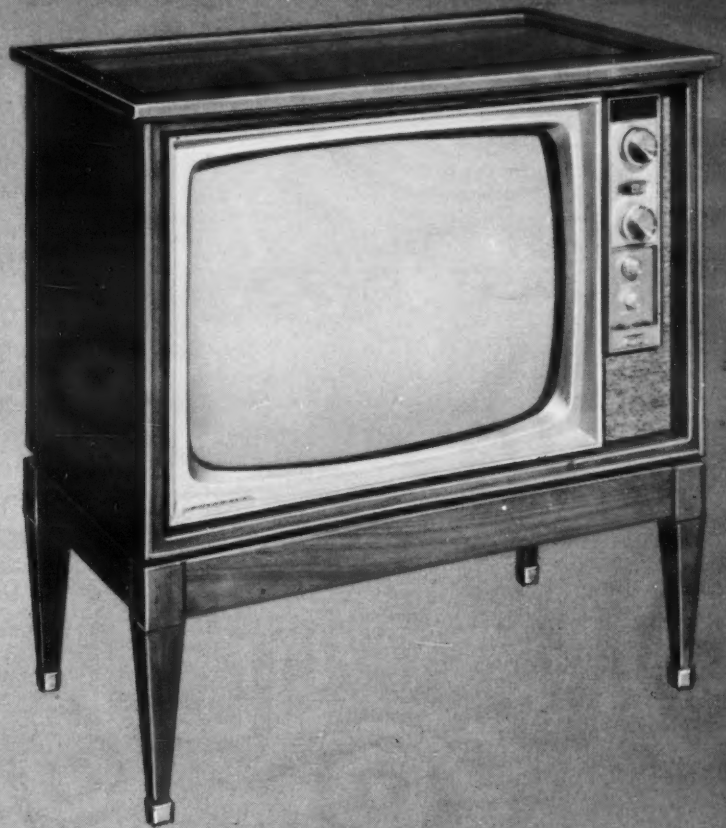


*Introducing* the Motorola Optimizer Control...the industry's  
 only new feature you can demonstrate

Let your customers *see* the difference Motorola puts into TV viewing! Exclusive new Optimizer lets viewer adjust "peaking" circuitry to achieve the precise picture preference desired. Even makes

old movies look young, sharp. Works wonders where fringe area reception is poor, too . . . bridges the gap between station and set to give optimum picture clarity—all channels. Only Motorola has it!

# at your **Motorola Distributor's Open House** TV for 1962



*Contemporary* SWIVEL FURNITURE ENSEMBLE

*Italian Provincial* SWIVEL FURNITURE ENSEMBLE

**PLUS the famous Motorola exclusives that make this the most reliable TV ever!**

- ★ Patented Motorola Tube Sentry® System ends warm-up power surge, gives tubes extra long life.
- ★ Premium-rated tubes built to standards up to 100% higher than those set by the industry (Pub. EIA ratings).
- ★ Exclusive new Torroid-wound Deflection Yoke . . . TV's most reliable picture "writer."

- ★ Golden "M"® Hand-wired Transformer-powered Chassis for consistently sharp, clear pictures . . . 23,000 volts of picture power, 200 volts of video drive.
- ★ New video amplifier tube . . . has almost twice the functioning area to provide increased picture contrast and detail.
- ★ PLUS A FULL YEAR guarantee\* on all tubes and parts.

See the bright new line-up of Motorola TV for every home and need for '62



PORTABLES



HARBINGER SERIES

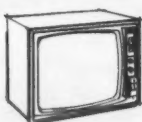


TABLE TV



MOTOROLA CONSOLES



DREXEL CABINETS

# **MOTOROLA**

*new leader in the lively art of electronics*

Manufactured in Canada by Seabreeze Manufacturing Ltd., licensee

\*Manufacturer's one year guarantee covers free exchange or repair of any component proven defective in normal use. Arranged through selling dealer. Labor extra.

JULY 10, 1961



*See the only thing really*  
**AT YOUR MOTOROLA**

**MOTOROLA**

*Customized*

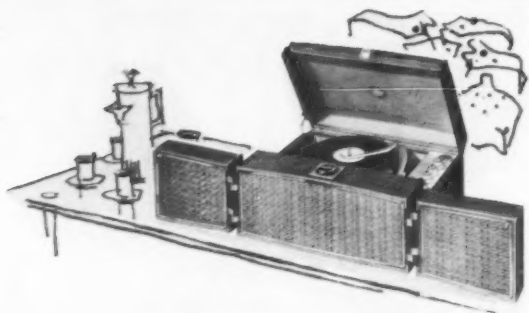
**STEREO HI-FI**

**with VIBRASONIC**

*(the acoustical compensator)*



See it! Hear it! Try it—at your Motorola Distributor's Open House  
—all-new Motorola Customized Stereo Hi-Fi line with Vibrasonic  
—*featured in every price range across the line—even in a portable!*



**This control lets  
you prove the big  
live difference  
customized stereo  
makes right  
in your  
own store!**

# *new in stereo for '62*

## **DISTRIBUTOR'S OPEN HOUSE**

**WHERE YOU PLAY YOUR RECORDS MAKES A BIG DIFFERENCE IN WHAT YOU HEAR**



Furnishings absorb and muffle normal record sound. Maximum amount of reflected sound energy must be added to compensate for room acoustics and recreate "original" sound.



Furnishings in this room only slightly absorb normal record sound. A medium setting of Vibrasonic usually adds the exact amount of reflected sound energy to regain "live" quality.



In recreation rooms, sound has more bounce and liveliness. Only a minimum amount of reflected sound energy is needed to match the brilliance of the original performance.

New Motorola Customized Stereo Hi-Fi lets your prospects custom-fit the sound to the acoustics of *any* room...recreate the brilliance and liveliness of the original performance.

*The secret to customized stereo* is Motorola's exclusive 3 channels of sound: 3 separate amplifiers (not just 2), 3 separate speaker systems (not just 2) plus Vibrasonic.

These Motorola developments combine to offer the most effective way yet devised to play records...add new realism to recorded sound—even FM/AM radio.

# **MOTOROLA**

*new leader in the lively art of electronics*

Manufactured in Canada by Seabreeze Manufacturing Ltd., licensee





# FRESH FROM

See '62's newest ideas in table and clock radios



## NEW MOTOROLA All-transistor TRAVEL CLOCK RADIO

- Separate battery for clock — operates 500 days
- Separate battery for radio — operates 100 hours

Finest radio in its class. Wakes you to music, keeps precision-accurate time. Six transistors, 2 diodes, 1 thermistor. Scuff and shatter-proof case looks like grained leather. Slides easily into a grip, even a coat pocket. Cover swings underneath for stand.

**\$75<sup>00</sup>\***  
Model CK1



## NEW MOTOROLA FM / AM CLOCK RADIO -WITH AFC

New radio offers both — the world's finest music on crystal clear FM and a wake-to-music clock. Powerful 7-tube chassis, 5" speaker, Automatic Frequency Control, Vernier tuning, Tube Sentry System protection. Clock includes Sleep Switch, appliance outlet, buzzer.

**\$79<sup>95</sup>\***  
Model BC1

# MOTOROLA

at your Motorola Distributor's Open House



## NEW MOTOROLA All-transistor "PIN-UP" RADIO

- Hangs on wall like a picture
- Converts to a table radio

New styling concept makes this the most "usable" radio you can sell. Plays indoors or out. Runs 600 hours on one battery. Six transistors, 4" speaker, Vernier tuning, Ferrite Rod antenna. Also available with AC, DC, or battery operation. Model AX5, \$34.95.

**\$29.95\***  
Model AX4



**NEW  
MOTOROLA  
TABLE RADIO**  
**\$14.95\***  
Model A15

**NEW  
MOTOROLA  
CLOCK RADIO**  
**\$19.95\***  
Model C15



See '62's most versatile line of table and clock radios at your distributor's

**MOTOROLA**  
*new leader in the lively art of electronics*

\* Manufacturer's suggested list prices. Prices and specifications subject to change without notice.

Manufactured in Canada by Seabreeze Manufacturing Ltd., licensee

JULY 10, 1961



## KitchenAid POWER PORTABLE

the mixer that  
thinks for  
itself



# A POUND OF SAND

will step up prospects to the mixer  
that changes speed automatically

### HERE'S THE RECIPE

1. Put sand in a mixing bowl...then put bowl in a high traffic spot.
2. Set the KitchenAid Power Portable on low speed.
3. Slowly lower the beaters into the sand.
4. Feel the mixer increase speed *automatically*—then return to low when you remove it. Urge your prospect to try it.
5. Spell out the *benefits* to your prospect. Tell her how the KitchenAid Power Portable Mixer overcomes the resistance of the heaviest batter by automatically shifting from low to medium speed...back to low as blending begins...then back to medium as the batch thickens. All automatically! No slowdowns or stalls with KitchenAid. And no ingredient spraying due to excess stirring speed. Just perfect blending that helps insure consistent results, thanks to the exclusive *power-booster* built into every KitchenAid Power Portable Mixer.

Take a minute to demonstrate this *exclusive* feature, and get your worthwhile profit—with KitchenAid...the mixer that thinks for itself. Get your sand and get started today! KitchenAid Electric Housewares Div., The Hobart Manufacturing Co., Dept. KEM, Troy, Ohio. In Canada: 190 Railside Road, Don Mills, Toronto.

See us at the show—Booth Nos. 757-759

## KitchenAid®

the dealer's profit appliances

## A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES	108	109	111	2.7% down*
appliance-radio-TV index (1957 = 100)				(March 1961 vs. March 1960)
RETAIL SALES	18.1	17.9	18.4	1.6% down
total (\$ billions)				(May 1961 vs. May 1960)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	325	318	331	1.8% down
				(April 1961 vs. April 1960)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	269	274	290	7.2% down
				(April 1961 vs. April 1960)
FAILURES of appliance-radio-TV dealers	37	30	27	37.0% up
				(May 1961 vs. May 1960)
HOUSING STARTS (thousands)	118.7	110.3	125.0	5.0% down
				(April 1961 vs. April 1960)
AUTO OUTPUT (thousands)	128.8**	129.3**	141.2**	8.78% off
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.0+	18.3+	19.2+	6.3% down
				(4th qtr. 1960 vs. 4th qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	357.1+	358.1+	347.0+	2.9% up
				(1st qtr. 1961 vs. 1st qtr. 1960)
CONSUMER SAVINGS annual rate (\$ billions)	28.1+	27.2+	23.7+	18.6% up
				(1st qtr. 1961 vs. 1st qtr. 1960)
EMPLOYMENT (thousands)	66,778	65,734	67,208	0.6% down
				(May 1961 vs. May 1960)

\*New index being used. Federal Reserve Bulletin (seasonally adjusted).

\*\*Figures are for week ending June 24, 1961, and preceding week (revised).

+ Figures are for quarters.

+ + Federal Reserve Bulletin figures (revised).

## A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room.....	Apr.	195,700	226,900	-13.75
	4 Mos.	724,300	668,400	+ 8.36
DISHWASHERS .....	Apr.	52,100	50,300	+ 3.58
	4 Mos.	193,700	187,500	+ 3.31
DRYERS, Clothes, Electric.....	May	27,441	29,465	- 6.87
	5 Mos.	234,068	270,145	-13.36
Gas.....	May	15,231	24,235	-37.15
	5 Mos.	121,237	147,363	-17.73
FOOD WASTE DISPOSERS .....	Apr.	64,800	64,100	+ 1.09
	4 Mos.	243,800	251,800	- 3.18
FREEZERS .....	Apr.	81,200	102,100	-20.47
	4 Mos.	288,100	355,500	-18.96
PHONOGRAPH SHIPMENTS .....	Apr.	206,048	173,381	+18.84
	4 Mos.	1,043,010	1,356,202	-23.09
RADIO PRODUCTION (excludes auto) .....	Week June 23	<b>240,346</b>	<b>216,211</b>	<b>+11.16</b>
	25 Weeks	<b>4,903,726</b>	<b>5,014,016</b>	<b>- 2.20</b>
RADIO RETAIL SALES .....	Apr.	603,489	547,839	+10.16
	4 Mos.	2,704,218	2,627,147	+ 2.93
TELEVISION PRODUCTION .....	Week June 23	<b>137,655</b>	<b>112,267</b>	<b>+22.61</b>
	25 Weeks	<b>2,668,491</b>	<b>2,866,790</b>	<b>- 6.92</b>
TELEVISION RETAIL SALES .....	Apr.	378,275	351,214	+ 7.70
	4 Mos.	1,760,453	1,951,583	- 9.79
REFRIGERATORS .....	Apr.	273,900	300,000	- 8.70
	4 Mos.	1,038,600	1,225,600	-15.26
RANGES, Electric, Standard.....	Apr.	69,700	69,600	+ .14
	4 Mos.	297,100	312,400	- 4.90
Built-in.....	Apr.	58,700	58,300	+ .69
	4 Mos.	217,000	233,700	- 7.15
RANGES, Gas, Standard.....	May	126,800	115,500	+ 9.78
	5 Mos.	553,700	635,300	-12.84
Built-in.....	May	33,300	30,000	+11.00
	5 Mos.	132,800	134,200	- 1.04
VACUUM CLEANERS .....	May	<b>240,866</b>	<b>265,556</b>	<b>- 9.30</b>
	5 Months	<b>1,356,315</b>	<b>1,436,678</b>	<b>- 5.59</b>
WASHERS, Automatic & Semi-Auto .....	May	187,010	176,883	+ 5.73
	5 Mos.	960,340	1,020,782	- 5.92
Wringer & Spinner.....	May	60,894	67,060	- 9.19
	5 Mos.	259,330	302,829	-14.36
WASHER-DRYER COMBINATIONS .....	May	10,499	9,589	+ 9.49
	5 Mos.	42,575	70,044	-39.22
WATER HEATERS, Electric (Storage) .....	Apr.	62,500	57,000	+ 9.65
	4 Mos.	247,100	254,200	- 2.79
WATER HEATERS, Gas (Storage) .....	May	215,600	205,500	+ 4.91
	5 Mos.	1,177,000	1,099,300	+ 7.07

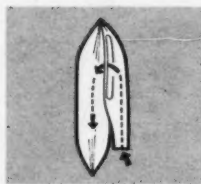
Sources: NEMA, AHLMA, VDMA, EIA, GAMA.

# EUREKA'S NEWEST! INDUSTRY'S HOTTEST!

**NOW! MODEL 258-A**  
**New Low Price Sizzler for the Hot Eureka Line!**

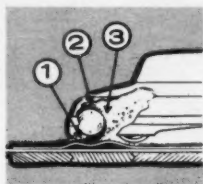
## A TOTALLY NEW EUREKA UPRIGHT!

Priced low to sell hard! And just in time for the Housewares Show! Wait 'til you see it! New features! New engineering! Simplest attachment conversion, with *increased power* for above-the-floor cleaning.



### EXCLUSIVE DUST BAG DESIGN FOR BETTER CLEANING

Long throat design empties high up in dust bag, then dirt drops to bottom. Keeps throat always clear for full power suction. No dirt clogs intake, reduces suction, loads motor. No spill-out when bag is changed.



### TRIPLE CARE CLEANING POWER WITH EXCLUSIVE MOTOR DRIVEN "DISTURBULATOR"

1. **BEATS, SHAKES** out embedded dirt!
2. **SWEEPS, COMBS** with nylon bristles!
3. **SUCTION CLEANS!** Powerful suction removes dirt, grit, surface litter.



### DELUXE 7-PC. SET OF CLEANING ACCESSORIES

New power for above-the-floor cleaning, with simplest attachment conversion ever designed. In convenient "HANDY-PAK" kit. Easy to carry. Easy to store (optional).



### MODEL 260-A

Now there are two to sell! Deluxe Model 260-A. And the brand new, low price Model 258-A. In uprights, too, Eureka now has the step-up line with solid sales power and big dealer profit!

## BIG NEW DEALER PROFIT!

Just like a dealer would design it—a machine that performs! A price that sells! A profit that pays! Now you're in the upright business in a *big* way, with plenty of profit to show for every sale!

GET THE FACTS AND FIGURES  
FROM EUREKA RIGHT AWAY! . . . OR

**SEE US AT THE  
HOUSEWARES SHOW  
SPACE B-61 and B-63**

MCCORMICK PLACE, CHICAGO • JULY 10-14



EUREKA WILLIAMS COMPANY  
Div. National Union Electric Corp.  
Bloomington, Illinois





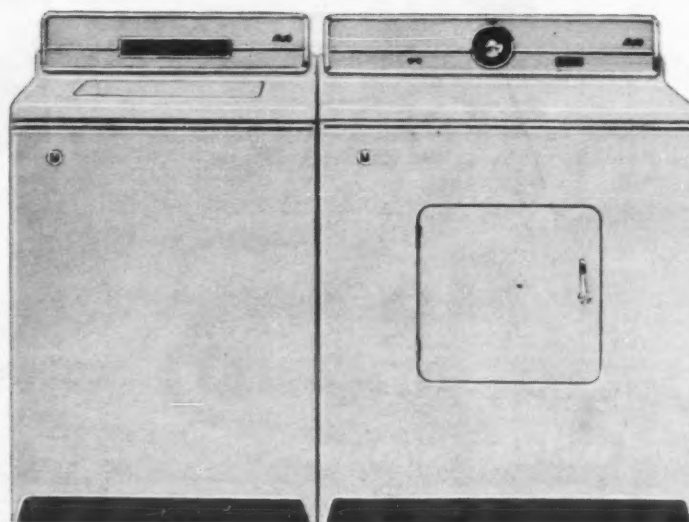
## The complaint we didn't feel was quite justified

"Dear Mr. Maytag," the letter read, and then the customer went on to complain.

First, her washer, reputed to be so dependable, had actually stopped working. Second, it took four days to get a part from the factory. And third, her Maytag dealer had the nerve to charge her for the part.

A complaint like this naturally calls for immediate and thorough investigation. When we completed it, we found that this complaint wasn't quite justified.

We wrote the lady as tactfully as we could, telling her we were sorry to have to charge for the part but we thought that she should pay it. We felt justified in charging her since the washer in question was 30 years old. *The Maytag Company, Newton, Iowa.*



# MAYTAG

*The dependable automatics*

